A Special Edition for the Food Distributor

The Northwestern Miller

Volume 241
Number 3

JANUARY 17, 1950

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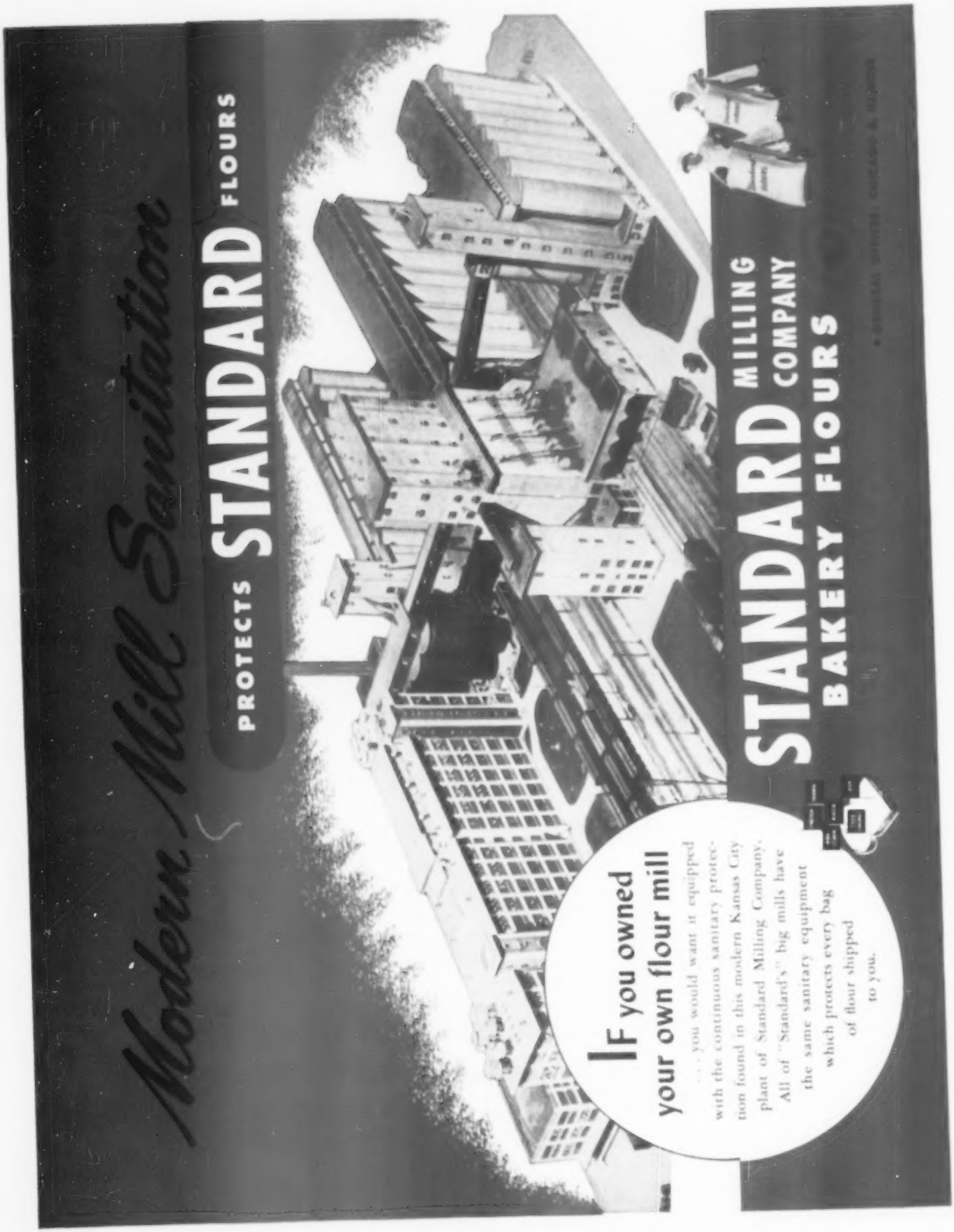
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The Northwestern Miller

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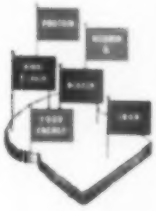

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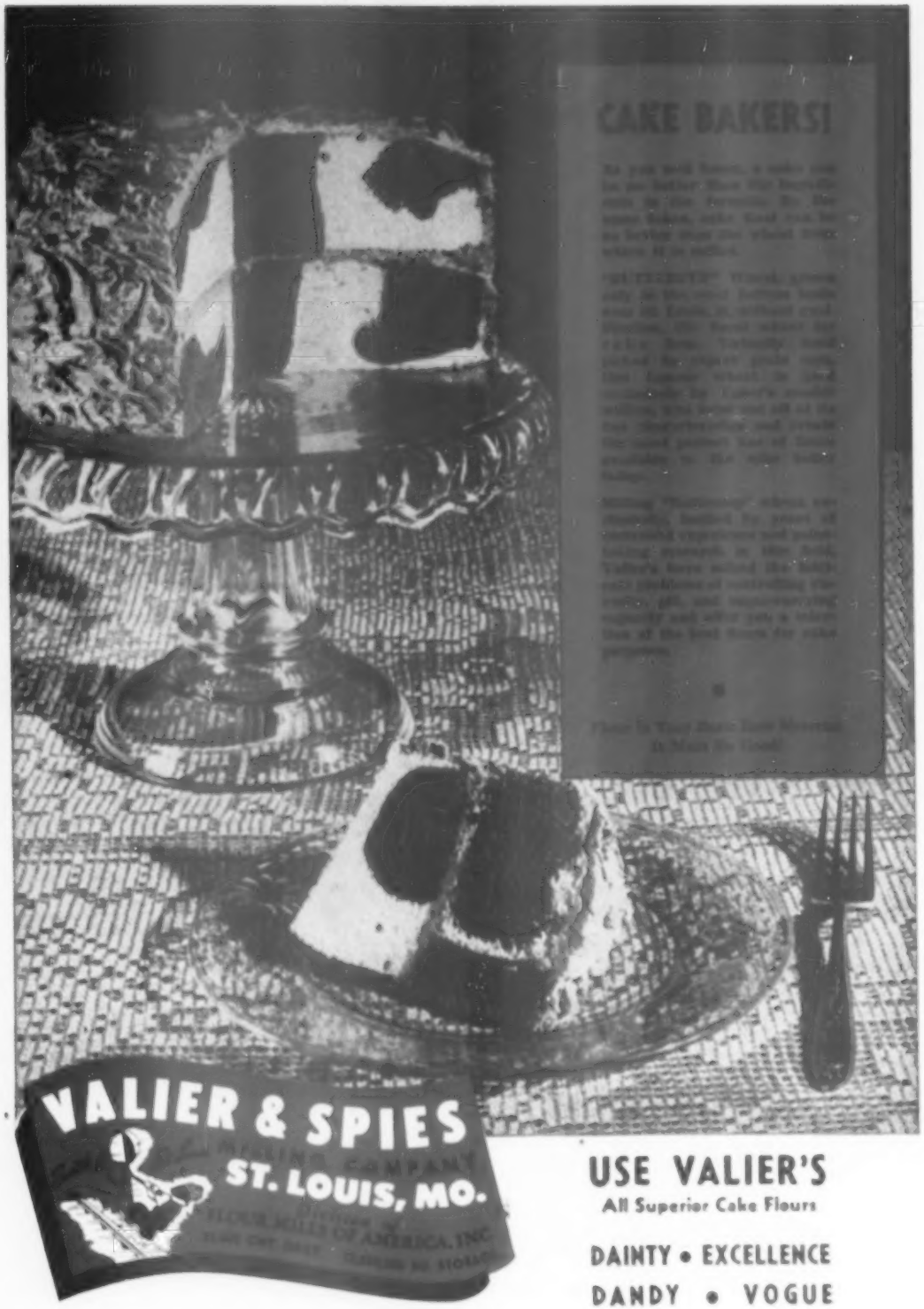

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WALTZ JUMP — The basic jump. Start from forward outside edge position, leap to backward outside edge position, turning in the air.

SPIRAL—Used in "free" skating between spins or jumps. Glide with one leg up and back arched. Arms and hands in graceful position.

STEPS—Important in "free" skating as fill-in between spins and jumps. Done rhythmically to music. Many are conventional dance steps.

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Millers Want Boost in Subsidy Rate

ALSO REQUEST SUBSIDY FOR SALES OUTSIDE WHEAT PACT

MNF Committee Tells Brannan That U.S. Losing Markets; Immediate IWA Subsidy Hike Held Possible But Delay Seen in Any Action on Other Proposal

WASHINGTON — Representatives of U.S. flour millers have asked Charles F. Brannan, secretary of agriculture, for an upward adjustment of 5¢ bu. in the International Wheat Agreement subsidy rate to compensate for the recent Canadian action in removing the 5¢ storage charge. In a meeting here last week with Mr. Brannan, a committee of the Millers National Federation also asked for the use of an additional subsidy for nations outside the wheat pact and for nations whose wheat agreement quotas have been filled.

The meeting with the cabinet officer followed preliminary discussions of the problem with William McArthur, associate director of the Production and Marketing Administration grain branch.

Secretary Brannan indicated interest in the case as set forth by the millers' group but gave no indication of what action would be forthcoming. He said he would refer the material presented to him by the committee to his staff for study and recommendations.

The industry committee consisted of Herman Fakler, executive vice president of the MNF; Carl C. Farrington, director and vice president and manager, grain department, Archer-Daniels-Midland Co., Minneapolis; C. Dean McNeal, director, business analysis, Pillsbury Mills, Inc., Minneapolis, and D. A. Stevens, vice president and director of grain operations, General Mills, Inc., Minneapolis.

Philippines Sales Hurt

The secretary was told that there have been serious inroads into traditional U.S. flour markets such as the Philippines by Canadian and Australian competition since no U.S. subsidy is available on exports to that country, which has yet to ratify the IWA. In addition, it is feared that a similar competitive advantage will develop in Latin American and other markets when these nations complete their quotas under the wheat pact, the committee said.

The record of Philippine flour imports since the wheat agreement has been in effect shows the most extreme set of circumstances, which are steadily but surely freezing the American flour miller with formerly established brands out of the market, the committee reported. Repetition of these circumstances is predicted unless the U.S. government brings U.S. wheat prices in line with Canada's.

Under present subsidy conditions, Canadian flour exports to the Philippines for the first eight months of 1949 amounted to 39% of the total flour exports from North America to that area, as compared with 26% during 1946-48 and only 13% in 1938-41.

Subsequent studies of Philippine imports of flour from North America during the first 10 months of 1949 show the Canadian share had mounted to 52.4% of the total. In short, Canadian flour exports to the Philippines have quadrupled, the MNF reported.

Charles Ritz

ACTING MNF HEAD—Charles Ritz, president, International Milling Co., Minneapolis, and vice chairman of the Millers National Federation, Chicago, has become acting president of the federation during the absence from the country of John L. Locke, president, Fisher Flouring Mills Co., Seattle, and president of the federation. Mr. Locke, with V. B. Smith, manager of the export division, Sperry division, General Mills, Inc., San Francisco, is on a mission to the Philippines seeking ways to offset Canadian and Australian competition in Philippine flour markets.

Urging prompt action by USDA regarding flour subsidies outside provisions of the IWA, the committee in a formal statement to Mr. Brannan said, "The Philippines market is primarily a flour market wherein a long established and accepted flour brand is the wheat producer's best sales tool. Unless we are willing to see foreign flours seize the Philippines market and firmly establish their brands, we should act quickly to subsidize wheat and flour exports to that and other markets, which will put U.S. wheat and flour in direct competition with Australian exports and Canadian Class 2 wheat and flour.

"This situation with reference to the Philippines is critical and urgent. A similar situation exists in other but less important nonwheat agreement countries and the list will grow in length and in importance as IWA quotas are filled."

The committee statement to Secretary Brannan noted the completion of the Venezuelan flour quota under the wheat agreement. Venezuela has been an important market for U.S. flour, they stated, but unless some provision is made for a subsidy to bring American millers in line competitively with Canadian mills, it will be impossible for the American miller to retain this traditional market.

Non-IWA Export Subsidy

The millers' committee made the following recommendation to Secretary Brannan: "Specifically our recommendation is to establish immediately a wheat export subsidy for non-IWA exports, lower than the present subsidies by the amount of the difference between Canadian Class 2 wheat and Canadian IWA wheat. Except for the lower rate, the mechanics of the subsidy would be identical with the IWA subsidy.

"We do not want to ask U.S. wheat producers to reduce wheat acreage and at the same time cause them to lose important long-established wheat export outlets to Canada and Australia, which do not have acreage reduction programs."

Although it is believed that Secretary Brannan and PMA grain branch officials are aware of the present subsidy advantage for Canadian and Australian flours in markets like the Philippines, it is suspected that the reference to the acreage reductions

(Continued on page 41)

19½ Million Sacks Estimated Output During November

WASHINGTON — The Bureau of the Census estimates the U.S. wheat flour production during November at 19.2 million sacks, a decline of 8% from the October total and 17% under the total of the same month of 1948.

The Census Bureau preliminary estimate, released Jan. 13, stated that flour mills operated at 68.9% of capacity during the month, about the same as in October. This indicates that the lower total for November was due to fewer working days.

Wheat ground during November amounted to 44.9 million bushels as compared with 48.7 million bushels during October. Wheat offal output was 389,000 tons during the month.

The Census Bureau based its estimate on reports from about 400 mills which it believes produces about 98% of the U.S. wheat flour total. The figures are adjusted to represent the output of all commercial flour mills in the U.S.

A more detailed report on November flour production will be issued in the near future.

Milling Officials Visit Philippines to Promote IWA Ratification

Two West Coast milling executives have gone to the Philippines to represent the industry in conferences with a national relief and trade rehabilitation organization on questions having to do with ratification by the Philippines of the International Wheat Agreement.

They are John L. Locke, president of the Fisher Flouring Mills Co., Seattle, who is also president of the Millers National Federation, and V. B. Smith, export manager of the Sperry division of General Mills, Inc., San Francisco. Mr. Smith also is chairman of the Flour Millers Export Assn. Pacific group.

Mr. Locke and Mr. Smith left Jan. 14 and expect to be in the Islands for a month. Their discussions also will concern import quotas which may be established under the agreement and the flour import situation generally on the Islands.

These conferences are taking place just as the national legislature begins its sessions. Failure of the Philippines to ratify the IWA up to now has seriously curtailed exports of U.S. flour to that country because of severe price competition from Canada and Australia. (See story in adjoining column.)

During Mr. Locke's absence from the U.S. the duties of the federation presidency will be in the hands of Charles Ritz, president of the International Milling Co., Minneapolis, the first vice-chairman of the MNF.

The general objective of the two-man delegation to the Philippines, according to the MNF publication, the Hook-Up, is to improve the conditions which confront American flour shipments to the Philippines. For half a century, this has been an extremely important export market for American flour, but unnatural obstacles to continuation of this trade have been growing.

"The same thing is true in many other foreign markets, and Mr. Locke agrees with millers generally in thinking that the industry must do its utmost to beat down these obstacles even to employing new and unorthodox methods of combatting them," the Hook-Up states.

John L. Locke visits Philippines

Family Flour Sales Boost Planned

SOFT WHEAT MILLERS FORM GROCERY PRODUCTS COUNCIL

Promotion Will Feature Home Baking Centers in Retail Stores in South and Southeast; 1c Sack Assessment From Mills to Finance Campaign

By DON E. ROGERS
Central States Manager
The Northwestern Miller

LOUISVILLE, KY.—The National Soft Wheat Millers Assn., in convention Jan. 12 at the Brown Hotel, voted overwhelmingly in favor of organizing and financially backing a Grocery Products Sales Council designed to increase the sale of family flour.

Details of the program will be worked out by the following committee, appointed unanimously by a vote of the membership: Wilburn J. Simpson, Owensboro (Ky.) Milling Co.; Cohen Williams, Royal-Berry-Carter Mills, Nashville, Tenn.; Leslie A. Ford, Shawnee (Okla.) Milling Co.; Milton J. Buhler, Buhler (Kansas) Mill & Elevator Co.; Bernard Willingham, Ballard & Ballard Co., Inc., Louisville; Frank A. Yost, Hopkinsville (Ky.) Milling Co.

Ninety-six representatives of flour mills and 37 representatives of allied trades from 16 states spent an entire day hearing a presentation by Harley B. Hobbs of the advertising firm of Cruttenden & Eger, Chicago, which represented over a year's research work of a 17-man committee of soft wheat millers and that advertising agency on methods to increase family flour sales. Floyd W. McRae, manager of flour and feed sales, Igleheart Bros. Division of General Foods Corp., Evansville, Ind., and vice president of the soft wheat millers' organization, presided at the meeting.

Using numerous film slides and presenting a moving picture of housewives shopping habits, Mr. Hobbs described a program of stepped-up family flour merchandising at points of sale in retail grocery stores.

Central point of the merchandising program would be a Home Baking Center in each retail store, with the retailers being shown how a package of family flour could be made to increase the sales of 69 related grocery products, such as extracts, spices, sugars, shortenings, etc., required by homemakers who bake at home. Manufacturers of these related grocery products are to be associated with the family flour millers in the Home Baking Center project.

The Grocery Products Sales Council program will be launched in states south of the Ohio River and east of the Mississippi River and may later be expanded to take in southern states west of the Mississippi.

Cost of the merchandising program will be borne by an assessment of 1¢ a sack on a minimum of 6 million sacks of family flour shipped by mills into the south and southeastern states. It is estimated that the annual consumption of family flour in those states is between 18 and 35 million sacks. In addition to this 1¢ sack, millers participating will purchase bulk quantities of council-prepared recipe leaflets and other advertising material which will be distributed to retail grocers who cooperate in the program by setting up a Home Baking Center display in a heavy traffic spot in their stores.

The principal starting point in the program will be between family flour millers and wholesale grocery jobbers. The organization plan will be to educate mill salesmen to sell the merchandising program to the jobbers, who in turn will cooperate by enlisting their salesmen who call on retail grocers. This joint action by the combined mill and jobber sales forces is expected to get the Home Baking Center project into a great many of the 79,000 retail grocery stores of the South and Southeast by next fall.

The first year's minimum budget of $60,000 will include the following expenditures: sales manuals, $4,000; advertising in grocery trade papers, $15,000; market research, etc., $10,000; salary and traveling expenses and clerical help of the council secretary, $10,000; agency guarantee, $12,000; art work (first year only), $9,000.

A nominating committee to nominate five replacements for directors of the National Association of Soft Wheat Millers, whose terms expire in May, 1950, was appointed by the board of directors at an evening meeting preceding the general meeting of the membership.

The nominating committee: W. J. Simpson, Owensboro (Ky.) Milling Co.; J. B. Allen, Allen Bros. Milling Co., Columbia, S.C.; E. A. Blish, Blish Milling Co., Seymour, Ind. The candidates selected by the nominating committee will be voted upon by mail ballot.

W. R. Sutherland, Laurinburg (N. C.) Milling Co., president of the national association, presided at the directors' meeting. Also present were Malcom Fuhrer, Fuhrer-Ford Milling Co., Mt. Vernon, Ind., treasurer, and Paul Marshall, Chicago, vice president and secretary.

Hill Clark, treasurer, Millers National Federation, gave the directors a summary of the national legislative situation, particularly current and pending farm legislation.

W. N. SAABY PROMOTED BY VICTOR CHEMICAL

CHICAGO — The traffic department of Victor Chemical Works has been elevated to an equal status with other operating departments of the company and Walter N. Saaby has been appointed director. Rothe Weigel, president of the company, said in making the announcement that the change would be effective Jan. 1.

Mr. Saaby formerly was connected with the Chicago and Northwestern Railway in various capacities. He joined Victor Chemical's traffic department in 1929, becoming traffic manager in 1947.

He holds membership in several traffic clubs and is chairman of the chemicals committee of the Midwest Shippers Advisory Board.

Farm Stocks of Wheat at Start of Year Smallest Since 1941

WASHINGTON—Stocks of wheat on farms as of Jan. 1 have been estimated by the Crop Reporting Board of the Bureau of Agricultural Economics at 327,230,000 bu. This is 16% less than the 391 million bushels on farms a year earlier and the lowest Jan. 1 farm stock total since 1941.

Movement of 145 million bushels of wheat from farms in the last three months of 1949 was the smallest since the corresponding period of 1944, the board also pointed out.

The quantity of wheat on farms Jan. 1 this year was below the amount for Jan. 1, 1949, in about the same proportion as 1949 production was below that of 1948. As a percentage of the crop, Jan. 1 farm stocks were almost the same as in 1949, but they were 8 points under the 1939-48 average.

The farm stocks are a little above those of last year in some eastern Corn Belt states and in Texas but are lower in the western Corn Belt area and considerably lower in the northern Great Plains states.

Meanwhile, winter wheat—sown under mostly favorable conditions—continued in good condition, the reporting board said. The sown acreage is 15% less than for the 1949 crop but still 11% above average.

Stands became dormant about mid-December in Nebraska and areas to the north and northwestward and on Jan. 1 had light snow cover. Seeding continued into December in Washington. In the central Great Plains, light rains were beneficial and wheat improved after moisture had been largely depleted from the top soil by plant growth. Wheat pastures were still furnishing good grazing.

In the Oklahoma and Texas Panhandles, soils were still dry, so that growth was at a standstill and wheat pastures were largely exhausted. However, little deterioration of wheat was apparent. In most eastern and southern areas the mild weather and adequate moisture permitted growth of fall-sown grains during most of December. Wheat looked good, but there was some apprehension in the north lest severe weather occur before snow covered the fields.

Feed Grain Supply Up

Near-record stocks of corn plus stocks of other feed grains put the Jan. 1 feed supply on farms at a level second only to that of a year ago, BAE said.

Some 2.4 billion bushels of corn, including much under loan from both the 1948 and 1949 crops, remained on farms Jan. 1, the bureau's crop reporting board said. Combining this with stocks of other feed grains, the feed supply on farms ranked next to the Jan. 1, 1949, supply both in total and in per animal unit.

Feed grains have been used liberally since harvest. Corn has moved

(Continued on page 12)

John W. Cain

Paul M. Petersen

INTERNATIONAL OFFICERS—John W. Cain was named general manager of the southwestern division of the International Milling Co., Minneapolis, at the company's annual stockholders meeting Jan. 10. At the same time, Paul M. Petersen was appointed general manager of the durum division. The two officers were also elected directors of the company by the International board of directors.

PMA Continues Indifferent to Grain Buying

WASHINGTON — Indifference of the Production and Marketing Administration to purchases of grains was registered again last week, with official reports showing wheat and flour purchases amounting to only 477,010 bu. Of this 115,010 bu. represented flour requirements for Economic Cooperation Administration accounts.

Procurement of rye amounted to only 52,548 bu., reflecting a PMA policy to buy only sufficient rye to keep this market somewhere near the loan level. The PMA has no intention of acting vigorously in the rye market, according to government spokesmen.

The wheat last week was procured through the Portland office. Because of a flour contract cancellation, 1,519 bu. was deducted from last week's report. The official purchase report follows (in bushels):

	Week of Jan. 9-13	July-Jan. 13
Wheat	352,000	45,596,347
Wheat flour (wheat equivalent)	115,010	3,244,343
Grain sorghums		1,451,151
Rye	52,458	2,718,251
Rye flour (rye equivalent)		111,479
Corn		41,200
Barley		1,161,860
Total	519,548	54,445,571

—BREAD IS THE STAFF OF LIFE—

FLOUR MILL ACCOUNTANTS TO HOLD MEETING JAN. 20

KANSAS CITY—The Flour Mill Accountants Assn. will meet Jan. 20 at the Continental Hotel, Kansas City, at 9:30 a.m. The program includes discussions of the new wage-hour law, a man-hour efficiency report and conversion of bushels to hundredweights.

KROGER CO. REPORTS QUARTERLY SALES DOWN

CINCINNATI—Sales of the Kroger Co. for the 13th four-week period, ending Dec. 31, 1949, totaled $64,279,160, a 20% decrease from sales of $80,062,983 for the corresponding period of a year ago. However, it was pointed out that last year's 13th period included five weeks of sales. Cumulative sales for 52 weeks of 1949 totaled $807,410,468, a 2% decrease from sales of $825,668,323 for 53 weeks of 1948. Average number of Kroger stores in operation during the 13th period was 2,204, compared with 2,357 stores during the 1948 13th period, a decrease of 6%.

Grain Firm Takes Over Mansion

MINNEAPOLIS—Executives of the Osborne-McMillan Co. now direct company operations from a palatial 20-room Minneapolis mansion.

The interior of the English Tudor house which once was the home of the late Frederick W. Clifford, Sr., a founder of the Cream of Wheat Corp., has been converted into general and executive offices of the Minneapolis grain firm.

The large living and dining rooms hum with activity of a modern business office, and other parts of the large home at 325 Clifton Ave. also are used. However, the exterior remains the same as it has been for many years, although the garden in the rear has given way to the automobile and has become a parking lot. The stone and timber-studded brick of the exterior and the several gables and chimneys still distinguish the outside.

On the inside, two fireplaces and the oak-paneled halls and staircase help provide the atmosphere of earlier days.

The basement is now occupied by a cafeteria for employees and storage space for records. And located on the third floor, which formerly was an unfinished ballroom, are the accounting and merchandising departments. An enlarged porch houses a large tabulating machine.

Although the general and executive offices were moved into the home from the Minneapolis Grain Exchange building, operational offices, including a grain sample room, are in the Grain Exchange annex.

Two executives of the 62-year-old firm—Howard I. McMillan, president, and Edward N. Osborne—are sons of the founders. J. D. McMillan and E. N. Osborne opened the business in 1887 in La Crosse, Wis., incorporating it under Minnesota laws in 1907 when Minneapolis was gaining greater recognition as a grain and milling center.

New 20-room Headquarters of Osborne-McMillan Co.

General Mills Holds "Jim Taggart" Day

Honors Salesman Who Discovered Brown 'n Serve

Leslie N. Perrin (left), GMI President, Congratulates Jim Taggart

MINNEAPOLIS — General Mills, Inc., celebrated "Jim Taggart" Day here Jan. 10 in honor of the alert flour salesman who discovered the first Brown 'n Serve rolls in a small Florida bakery and saw the promise the process had for the bakery industry.

It was Mr. Taggart, associated with General Mills and predecessor companies for 23 years, who happened onto the first Brown 'n Serve rolls at the Gregor Bakery in Avon Park, Fla., 80 miles east of Tampa where he resides. That was last summer.

The process was quickly improved in the General Mills' commercial test bakery, Minneapolis, and in November was given to the bakery trade of America as a public service, officials pointed out.

As part of "Jim Taggart" Day, Leslie N. Perrin, president, personally escorted Mr. Taggart on a tour of the company's executive offices. In the evening Mr. Taggart was honored at a dinner in the Minneapolis Club attended by Harry A. Bullis, board chairman, and other top company officials.

For the modest salesman who had the foresight to recognize the potentialities of the first Brown 'n Serve products, the discovery was just part of his regular sales run, company officials pointed out.

"I must confess, though," Mr. Taggart said, "that I didn't quite know what I had in my hands when Joe Gregor first showed me a dozen of those unusual rolls the boys were selling down there."

Mr. Gregor and Julius Jacobsen are the two ex-G.I.'s who between them stumbled onto the process and did a land office business around Avon Park before General Mills purchased the secret and presented it for the American baking industry.

The Brown 'n Serve process, it was pointed out by Mr. Perrin, won immediate acceptance. Today the rolls are available in every state and in most communities, and bakers everywhere report they are selling more goods as a result, he said.

E. L. Schujahn, director of general flour sales, pointed out the significance of the salesman's alertness in spotting the rolls and sending them in for evaluation.

"If it weren't for Jim Taggart, the people of America very likely would not be enjoying Brown 'n Serve rolls as they are today," Mr. Schujahn said. "Jim is the kind of salesman we're proud of in General Mills."

—BREAD IS THE STAFF OF LIFE—

COTTON GOODS INDEX 17.75

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale prices of principal cotton cloth used in bag making expressed in cents per yard of cloth, is 17.75, compared with 17.65 a year ago. The Bemis composite figure reflecting duty paid for early shipment from Calcutta of lightweight and heavyweight burlaps expressed in cents per pound of cloth is 25.25 compared with 29.02 a year ago. The current index is based on Calcutta ceiling prices plus a permitted 5% commission.

R. B. Petty

ECKHART V. P.—R. B. Petty was recently named vice president in charge of sales for the R. A. Eckhart Milling Co., Chicago. Mr. Petty has been with the Eckhart firm for 15 years.

1949 Output Cut to Postwar Demand

FLOUR PRODUCTION AVERAGES 19½ MILLION SACKS A MONTH

Total for Year Estimated at 235,880,000 Sacks on Basis of Reports to The Northwestern Miller; Output Down 15½% From Previous Year's Total

MINNEAPOLIS—U.S. wheat flour mills which report their production figures to The Northwestern Miller produced 170,246,057 sacks of flour during the 1949 calendar year.

That total for 1949 is 22,600,594 sacks less than the 1948 calendar year output of 192,846,651 sacks for the mills which report production figures to The Northwestern Miller.

Mills which report production figures to this journal are believed to account for 72% of the U.S. total flour production. On the basis of data reported for 1949 production, it is estimated that the total for all mills in the U.S. is 235,880,000 sacks, or a decline of about 15½% from the 1948 calendar year production of 279,133,000 sacks reported for that year by the Bureau of the Census. The decline in 1949 amounted to 43,253,000 sacks from the 1948 calendar year total.

Month-to-month production by all mills in the U.S. during 1949 was relatively stable, between an average 19½ and 20 million sacks a month. The widest digression from that average was recorded in January, 1949, when production was 22.6 million sacks, 3 million above the average. The month of lowest production was April, with 17.2 million sacks, or 2.4 million sacks under the average.

The total for 1949 of 235,880,000 sacks is very close to the estimates made by many forecasters at the beginning of the year who believed that the peactime readjustment in production came about in the closing months of the 1948 calendar year. Flour production in the 1948 calendar year totaled 279,133,000 sacks, for a monthly average of 23,261,000 sacks.

Minneapolis Output Stable

Flour production during 1949 by mills in Minneapolis was relatively stable, compared with the 1948 output, dropping approximately three quarters of a million sacks for a 1949 total of 13,066,517 sacks from the 13,844,079-sack total reached in the previous year. The decline amounted to 5½% of the 1948 total.

Interior mills in the Northwest, including Minnesota mills outside Minneapolis and mills in North and South Dakota, Montana and Iowa, came through the year with a net decline of about 12½%. This compares favorably with a national average decline of 15½%.

With the inclusion of Minneapolis production figures in the Northwest total, the decline in output during 1949 as compared with 1948, is reduced to 10½%, or 5% lower than the national average. Total production for all mills in the Northwest during the year was 37,456,281 sacks, or about 16% of the U.S. total.

Buffalo mills during 1949 almost equalled 1948 in production with a total of 26,583,307 sacks for the year just closed, compared with 26,817,356 sacks. The decline in 1949 from the 1948 total amounted to 234,000 sacks, or less than 1% of the 1948 total. Buffalo production during the year was about 11% of the U.S. total.

Readjustment in Southwest

Closing of excess capacity and the reduction of the flour milling work week to around five days brought about a production decline of 17% last year in the Southwest. Combined output of 55 representative interior mills and the plants in Kansas City, Wichita and Salina was 64,302,684 sacks in 1949, compared with 77,509,312 sacks in the preceding year and a 6-day annual capacity of 84,705,440 sacks. Using this potential, percentage of operations in the Southwest was 75.9%, compared with 93.7% a year ago. This rate of operation was the lowest since 1944.

Kansas City output declined from 18,371,114 sacks in 1948 to 15,698,440 in 1949, a decline of 14.5%. The eight mills of Kansas City operated at 73.8% of capacity during the year, a sharp drop from the 92.7% in 1948. A wider set-back was sustained by Wichita mills, where production was 4,356,980 sacks or 22.6% less than the preceding year.

Salina output exceeded Wichita's for the first time since 1944 and that city regained its former position as the largest production point in Kansas. Production at Salina was 4,421,461 sacks in 1949 and mills operated at 84.6% of capacity. This was the best operational percentage shown at any point in the Southwest, and the decline of 9.6% at Salina was the least of any of the centers.

A more stable flour output is looked for in the new calendar year. This expectation is based on somewhat greater exports in 1950 through the International Wheat Agreement and a steadier domestic demand. It is believed by some that the amount of capacity now in operatin is approaching the rate of demand for flour fairly closely and the period of numerous mill closings is nearing an end.

Domestic consumption of flour products probably will not show any further decline in 1950. Population figures are advancing and per capita consumption appears stabilized after a postwar drop. Also, domestic flour stocks are low.

An improvement in export sales could develop with resumption of flour buying by Brazil, Italy, the Philippines and Great Britain. Some of these nations have not bought a pound of U.S. flour so far this crop year, but are either in the market currently or are expected to start buying soon.

Detailed statistics on production for the calendar year 1949 appear elsewhere on this page.

Southwest Flour Production

Note: By calendar years, in sacks.
Source: The Northwestern Miller.

	1949	1948	% Chge.	% Operations
55 Rep. mills	39,845,803	48,612,818	—18.0	78.1
K. C.	15,698,440	18,371,114	—14.5	73.8
Wichita	4,356,980	5,631,738	—22.6	70.6
Salina	4,421,461	4,894,331	— 9.6	84.6
Totals	64,302,684	77,509,312	—17.0	75.9

Minneapolis Flour Production

Note: By calendar years, in sacks.
Source: The Northwestern Miller.

	1949	1948	1947	1946
Jan.	1,167,576	1,457,728	1,659,903	1,586,446
Feb.	1,056,325	1,259,884	1,472,148	1,401,890
Mch.	989,635	1,194,802	1,690,945	1,448,307
April	909,714	1,219,142	1,506,746	1,758,193
May	873,637	1,011,594	1,531,128	999,463
June	893,858	1,185,738	1,481,007	823,206
July	1,016,491	1,144,282	1,507,272	1,159,886
Aug.	1,179,269	1,298,148	1,517,674	1,312,718
Sept.	1,262,419	893,741	1,686,216	1,440,362
Oct.	1,304,819	783,857	1,741,564	1,709,185
Nov.	1,161,780	1,280,142	1,494,828	1,588,248
Dec.	1,117,051	1,116,725	1,394,168	1,344,932
Tot.	13,066,517	13,844,079	18,699,254	16,431,441

Buffalo Flour Production

Note: By calendar years, in sacks.
Source: The Northwestern Miller.

	1949	1948	1947	1946
Jan.	2,342,086	2,191,578	2,568,099	2,482,476
Feb.	2,032,053	2,027,440	1,811,321	2,266,045
Mch.	2,069,421	1,893,846	2,114,420	2,119,306
April	1,830,882	1,799,823	2,078,938	1,861,413
May	1,964,244	2,088,245	2,497,528	1,749,547
June	2,184,362	2,362,881	2,433,843	1,802,864
July	2,126,483	2,390,131	1,606,419	2,217,062
Aug.	2,281,766	2,485,962	2,194,322	2,203,918
Sept.	2,095,958	2,327,498	2,463,741	2,096,789
Oct.	2,289,788	2,180,573	2,373,890	2,415,832
Nov.	2,286,158	2,309,057	2,502,268	2,401,489
Dec.	2,241,171	2,373,417	2,238,848	2,152,062
Tot.	26,583,307	26,817,356	27,624,470	25,888,058

Kansas City Flour Output

Note: By calendar years, in sacks.
Source: The Northwestern Miller.

	1949	1948	1947	1946
Jan.	1,390,534	1,566,012	1,628,748	1,441,984
Feb.	1,411,711	1,433,706	1,517,817	1,472,877
Mch.	1,281,560	1,374,747	1,638,837	1,288,448
April	1,137,098	1,420,008	1,487,237	1,121,805
May	1,042,554	1,360,608	1,471,203	722,684
June	1,396,115	1,494,118	1,546,913	769,726
July	1,408,858	1,649,507	1,782,838	1,460,783
Aug.	1,220,892	1,652,844	1,861,294	1,582,960
Sept.	1,181,329	1,573,054	1,673,258	1,345,684
Oct.	1,350,635	1,664,615	1,715,526	1,524,067
Nov.	1,341,064	1,613,121	1,658,974	1,481,829
Dec.	1,181,288	1,729,106	1,491,373	1,570,947
Tot.	15,698,440	18,371,114	18,965,233	15,606,116

U.S. Flour Production at Principal Centers

Note: In sacks. **Source: The Northwestern Miller.**

Flour production in principal manufacturing areas by mills reporting to The Northwestern Miller, with relationships of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages.

	1949	1948	1947	1946	1945	1944
Northwest—						
Minneapolis	13,066,517	13,844,079	18,699,258	16,431,441	15,445,867	14,783,588
Interior mills*	24,389,764	28,074,181	36,475,478	29,823,445	[illegible]	[illegible]
Totals	37,456,281	41,918,541	55,174,736	46,254,[illegible]	47,797,784	[illegible]
Southwest—						
Kansas City	15,698,440	18,371,114	18,965,237	15,606,116	15,364,500	17,738,273
Wichita	4,356,980	5,631,758	5,074,881	5,191,580	[illegible]	[illegible]
Salina	4,421,461	4,894,331	4,745,475	[illegible]	[illegible]	[illegible]
Interior mills†	39,845,803	48,612,818	48,942,041	42,336,883	43,555,105	[illegible]
Totals	64,302,684	77,509,312	78,203,913	67,100,699	67,142,107	[illegible]
Buffalo	26,583,307	26,817,356	27,624,470	25,888,058	[illegible]	[illegible]
Central & S.E. states**	27,811,899	28,086,484	28,791,448	26,311,198	[illegible]	[illegible]
No. Pacific Coast—						
Seattle	3,825,810	4,271,543	4,578,388	3,445,438	[illegible]	[illegible]
Tacoma	2,880,876	3,065,674	3,274,464	2,966,748	[illegible]	[illegible]
Portland	2,860,884	2,788,501	[illegible]	[illegible]	[illegible]	[illegible]
Interior mills††	5,308,483	7,481,189	7,537,135	[illegible]	[illegible]	[illegible]
Totals	15,875,097	17,575,917	18,991,151	17,877,148	[illegible]	[illegible]
Grand totals	170,246,057	192,846,651	208,908,588	183,718,378	[illegible]	[illegible]
Percentage of total U.S. production	72	74	69	67	72	71
Percentage of capacity operated	77	85	91	88	86	81

*Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa. **Mills in Illinois, Ohio, Michigan, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri. †Mills outside of Kansas City, Wichita and Salina. ††Mills in Washington and Oregon outside of Portland, Seattle and Tacoma.

Committee on Foreign Farm Trade Submits First Report to USDA

WASHINGTON—The foreign agricultural trade policy advisory committee, which concluded its first meeting here Jan. 6, has submitted to Charles F. Brannan, secretary of agriculture, a list of seven areas which, according to the committee, requires full exploration before specific policy recommendations are made. In submitting this first report the committee stressed the magnitude of the foreign trade problem and the need for detailed study by both government and trade groups.

Edward J. Grimes, vice president, Cargill, Inc., Minneapolis, is chairman of the committee.

The committee, which was named recently to advise the U.S. Department of Agriculture on foreign agricultural trade policies, will hold its second meeting March 17-18. The report follows:

The committee views the following as areas which require exploration in the development of a satisfactory foreign trade policy for agriculture:

Areas of Research

1. It is fundamental that imports must be expanded if we are to retain our export market; so ways of achieving this end should be studied carefully.

2. Adjustments in trade barriers, including administrative regulations and procedures here and abroad should be made.

3. While stockpiling of strategic materials should be guided by national security, its operations should seek in every way possible to contribute to a restoration of long-run trading.

Stockpiling of strategic materials essential to national safety can be useful in the short run in helping bridge the gap in restoring world trade. The basic objective of stockpiling should be that of national security. It should not be employed to raise or maintain prices or create artificial scarcity. However, the administration of such a program should constantly endeavor to have it contribute to genuine trade recovery and expansion.

4. Reestablishment of interchangeability of currencies is essential to international trade and ways of its attainment need to be found.

5. The problem of blocked sterling

is an important obstacle in trade. It is the opinion of the committee that a long-run and realistic settlement of the problem posed by those sterling balances is essential to a restoration of currency convertibility and of multilateral nondiscriminatory trade, and should not be delayed.

Sterling Balances

At present, India, Egypt and a number of other countries are holding a total of about $8 billion in sterling balances. Use of these balances constitutes a major drain on Britain's material resources and impedes the shift of such resources to the development and expansion of export industries needed to reduce its trade deficit with the dollar area. On the other hand, the economies of the countries holding those sterling balances have become geared to receiving large unrequited imports from Britain and the U.S., and relying in the case of the latter on British dollar releases which nominally come from the dollar pool of the sterling area, but in fact are made possible by ECA assistance to the U.K.

6. Questions of state trading, price supports, and export subsidies should be studied carefully with respect to their relationships to international trade.

7. Stimulation of favorable atmosphere for private foreign investment by American individuals, corporations and organizations should be actively encouraged.

—BREAD IS THE STAFF OF LIFE—

MORRISON MILLING CO. TO ADD GRAIN STORAGE

DENTON, TEXAS—The Morrison Milling Co. will build a 300,000-bu. addition to its elevator facilities, E. W. Morrison, president of the company, has announced. A contract has been awarded to the D. L. Walters Construction Co., Amarillo, Texas.

The construction will consist of 10 concrete tanks 16 ft. in diameter with interstices and fan bins between each pair of tanks and between the tanks adjacent to the headhouse. Including headhouse bins there will be 41 bins in the new elevator.

There will be two cleaner floors in the midsection of the headhouse, and below the cleaning section will be separate bins for oat scalp, corn scalp, broken wheat, heavy screenings, etc. The screenings will be transferred pneumatically from the new Elevator C to the firm's Elevator A for inclusion in commercial feeds.

The new construction will be located between the present Elevator A and Elevator B. Mr. Morrison said the company plans to keep Elevator B and attached steel tanks in operation so long as the government loan program continues and there is need for this storage capacity. When the need ceases, this elevator will be wrecked, he said.

"The new elevator is one of the major steps in the modernization of our plant, which we hope to make one of the most efficient in the industry," Mr. Morrison said.

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JAMES J. WINSTON APPOINTED

NEW YORK—James J. Winston, chief chemist and sanitarian for 14 years of the Jacobs Cereal Products Laboratories, Inc., New York, has been appointed associated director of the laboratories. He is a member of the American Chemical Society, Institute of Food Technologists, American Association of Cereal Chemists and has served as a member of the Sanitation committee of the latter group during the years 1945, 1946 and 1948.

Wheat Council Prepares to Admit Japan, Germany; Pact Under Fire

WASHINGTON—The widely-heralded International Wheat Agreement, billed by its advocates as an assurance of a guaranteed market for U.S. wheat, met its first congressional attack this week as the International Wheat Council, meeting in London, prepared to admit Germany and Japan as importing members of the pact.

According to Clifford R. Hope (R., Kansas) the U.S. delegate has been ordered by the U.S. State Department to sponsor the participation of these two nations. He went on to charge that this will require a distribution of the 100 million bushel total to be assigned to these two nations among other exporting nations. This will mean that Canada and Australia will obtain part of the increased quota.

By redistributing the total guaranteed imports, which would include the German and Japanese quotas, it will mean that either the U.S. will have to forego some other markets for its wheat or permit the Australian and Canadian producers to share in German and Japanese exports. Since the U.S. will pay the bill on these requirements for the two former enemy nations on any sales made by either Canada or Australia, the situation fails to make sense to the Kansan congressman, who notes that the U.S. has a wheat surplus.

Balks at Proposal

Congressman Hope declined, however, to abandon all hope in the wheat pact theory. His main objection is that the quotas, should be distributed, even in part, to other exporters since the sales would be paid for by the U.S. while a wheat surplus exists in this country.

While Mr. Hope was not one of the sponsors of the wheat agreement when it was presented to Congress, he was sympathetic to any plan which appeared to guarantee continued high levels of wheat exports. Now, however, he is openly critical of current plans of the U.S. delegation, which may mark the start of a more critical analysis of the agreement on the part of Congress. Foreign observers are currently predicting that the whole affair will blow up in confusion and disagreement within 18 months.

In the meantime, registered sales under the pact continued another week at a snail-like pace, with registered sales from the U.S. amounting to approximately 268,000 bu., predominantly wheat flour. It appears that the flour millers, if provided with an adequate subsidy, could mark up some real business.

The same conclusion might be applied to private grain trade sales under the pact if the policy makers at Commodity Credit Corp. would sit down with the grain exporters and work out a realistic subsidy policy. A written recommendation for changes in the present subsidy payment method has been submitted by the North American Grain Exporters Assn. to CCC officials, but after a period of two weeks no action has been taken by government officials.

In its weekly sales announcement under IWA, CCC reports total sales amounting to 37,204,718 bu., including flour, for the period Aug. 1, 1949, through Jan. 12, 1950. Last week's registered sales from the U.S. were made to El Salvador, Portugal, Saudi Arabia and Cuba.

The following nations and overseas territories of wheat agreement nations have completed their guaranteed purchases and are no longer eligible for U.S. subsidy payments: El Salvador, Portuguese territories other than Portuguese East Africa, the Madeira Islands and the Azores.

Recapitulation of sales to destination countries are shown in the table on this page.

Sales Under Wheat Agreement

Importing countries	Guaranteed purchases bu.	United States* Wheat	United States* Flour	United States* Total	Australia†	Canada†	Total
Austria	11,923,113	1,437,182	486,256	1,923,441	.....		1,923,441
Belgium	26,289,949	3,453,233	13,975	3,467,383	.....	4,773,160	7,240,542
Bolivia	2,756,770	.....	110,070	110,070		263,207	461,412
Ceylon	4,489,244				3,790,333		3,790,333
Cuba	7,422,229	14,574	699,891	714,415	.....	1,450,000	2,164,415
Denmark	1,436,723	.....	.....	.....	.....	171,000	171,000
Dom. Republic	724,871	.....	33,082	33,810	.....	218,553	251,335
Ecuador	1,187,211		335,954	335,954		183,380	519,334
Egypt	4,991,203				2,229,833		2,229,833
El Salvador	491,181	33,334	334,465	367,799	.....	56,477	424,276
Greece	15,726,394	4,690,613	691,074	5,381,765	.....		5,381,765
Guatemala	367,437		296,164	296,164	.....	110,409	406,653
Haiti	1,024,824		31,519	31,519		204,206	249,024
India	38,286,932				796,174		796,174
Ireland	10,194,538	935,224		932,224	.....	3,541,075	3,473,097
Israel	4,389,248	373,333	382,741	756,074	.....	3,178,565	3,929,939
Italy	46,414,070	3,748,394		3,748,394	.....		3,748,394
Mexico	4,144,421	3,485,797		3,485,797		549,450	4,035,147
Netherlands	25,770,287	3,188,792	1,137,184	4,325,896	.....	590,225	4,906,121
Nicaragua	287,950		33,554	33,554		21,858	55,412
Norway	7,716,179	1,054,065	1,357,107	2,411,082	436,333	1,153,907	4,074,321
Panama	424,643		32,914	32,914	.....	80,941	113,855
Peru	5,511,554	2,751,857		2,751,857	.....	35,708	2,787,565
Portugal	4,699,245	2,447,468	486,113	2,937,190	.....	522,770	3,459,960
Saudi Arabia	1,677,305	37,333	187,960	225,290	.....	175,891	401,181
Switzerland	8,420,148	.....	.....	.....		3,478,311	3,478,311
U. of S. Africa	11,023,113	.....			2,000,002	5,449,000	7,449,000
U.K.	177,067,938	.....	752,428	752,428	2,129,933	3,613,257	6,509,911
Venezuela	3,266,834		441,166	441,166		1,334,983	1,996,149
Other signatory countries	39,481,238	.....	.....	.....	.....	.....	.....
Total	456,283,189	28,925,578	8,278,141	37,204,718	11,424,807	27,845,982	77,708,407
Guaranteed quantities (exporting countries)				168,069,432	88,000,000	203,069,635	456,283,189
Balance				130,864,914	48,[illegible]	175,223,670	378,574,787

*Sales confirmed by CCC through Jan. 12.
†Sales recorded by wheat Council through Jan. 4.
‡France and Uruguay are also listed as exporters. Uruguay has confirmed no sales against a quota of 1,037,103 bu. France has recorded the sale of 1,102,311 bu. to the Netherlands against its quota of 3,306,934.

Subsidy Rates Under Wheat Agreement

	Jan. 10 (bu.)	Jan. 11 (bu.)	Jan. 12 (bu.)	Jan. 13 (bu.)	Jan. 14 (bu.)
East Coast Ports—					
To all destinations	49¢	54¢	56¢	50¢	50¢
West Coast Ports—					
To all destinations	45¢	45¢	45¢	45¢	45¢
Gulf Coast Ports—					
To all of Europe, Mediterranean, Middle East, all of Africa and adjacent islands	51¢	55¢	55¢	55¢	55¢
Far East and adjacent areas	60¢	56¢	58¢	58¢	58¢
Latin America, West Indies and Mexico	47¢	48¢	60¢	60¢	60¢

—BREAD IS THE STAFF OF LIFE—

Free Markets Urged at 113th Meeting of St. Louis Exchange

ST. LOUIS—The urgent need for free grain exchanges to cope with conditions of increasingly competitive markets was stressed by speakers at the 113th annual meeting of the Merchants Exchange of St. Louis Jan. 17, in the Statler Hotel ballroom. The annual meeting of the St. Louis Milling & Grain Club was held in conjunction with the Exchange's annual meeting.

Richard F. Uhlmann, immediate past president of the Chicago Board of Trade and president of the Uhlmann Grain Co., delivered the principal address on the subject, "Freedom and Opportunity."

Declaring that "a free market is an expression of the ideals of democracy which has made America great," Mr. Uhlmann asserted, "As we enter into the second half of the 20th century, there are two distinct roads before us, either free enterprise or state socialism.

"The first, under intelligent direction and a keen sense of social responsibility, will provide individual freedom and opportunities for advancement, such as we have enjoyed in the past. The other road will lead, as it always has, to regimentation, further restrictions, oppression and a general lowering of living standards."

Eldred A. Cayce, retiring president of the Merchants Exchange and vice president of the Ralston Purina Co., said, "We do not want our exchanges hamstrung with unnecessary red tape and regulations which will only have the result of limiting our service to agriculture. Our markets are free, and each thinking individual who is a member of our industry in any capacity should fight to keep them free."

Mr. Cayce reviewed the year's activities of the St. Louis exchange which handled an all-time record volume of 85,630,430 bu. grain during 1949, exceeding by more than 4,000,000 bu. the previous peak volume year of 1928. The dollar value of the record volume approximated $140,000,000.

Ray B. Bowden, executive vice president of the Grain & Feed Dealers National Assn., acted as toastmaster at the annual meeting dinner.

Guests of honor at the annual meeting, which also featured a cocktail party, included civic, financial and business leaders of the St. Louis area, state grain officials and educators and representatives of state grain dealers associations.

FLOUR BUYING STIMULATED BY WHEAT MARKET DECLINE

Scattered Small-Lot Purchases Boost Volume of Sales Considerably; Buyers Refuse to Book Far in Advance

Interest in flour buying is keener as weakness in the wheat market coincides with the supply needs of many buyers. However, very few are willing to commit themselves on purchases for delivery many weeks in advance as there is a strong feeling in the trade that a sharp decline in the market may be forthcoming. Prices quoted on flour now, although somewhat lower than those prevailing during the past few weeks, still do not satisfy buyers' expectations. Disappointing millfeed returns have prevented greater flour price reductions. Nevertheless, sales of relatively small lots last week added up to a sizeable total.

PMA PURCHASES MORE CLEARS

Export business was slow. The Production and Marketing Administration bought 53,000 clears for shipment to Trieste at a top price of $4.14 osnaburgs, Gulf. Great Britain bought .48% ash, 11% protein 72% extraction flour. Prices ranged $3.96 @3.98 f.a.s. New York and Baltimore after deduction of the subsidy. Latin American trade was extremely slow. Venezuela, El Salvador and Guatemala have filled their guaranteed import quotas under the International Wheat Agreement and no longer are eligible for subsidy payments. Brazil is still making inquiries but no buying has started.

SOUTHWESTERN SALES VOLUME IMPROVES

Fairly good demand for bakery and family flour during the first two days of last week brought the sales volume of Southwestern mills above the mark of the previous week. Sales averaged 78% of capacity, compared with 48% the preceding week and 115% a year ago. Some early round lot sales to chain bakers and grocers accounted for the increase, as business slipped later in the week. Demand for bakery flour was rather slow, but at times mills were able to secure some small round-lot orders. Inquiry from chains was light, and most business was in the single car class. Family flour demand was fair, showing very little improvement over the previous week. Directions are fair to good.

NORTHWEST FLOUR VOLUME LARGER

Although no individual buyers booked heavily for future supplies, sales by spring wheat mills improved considerably last week. The gain was attributed to a larger number of relatively small orders. Sales averaged 126.7% of capacity, compared with 66% the previous week and 148% in the corresponding period a year ago. The largest sales reported were for 5,000 to 10,000 sacks. Family flour business was still slow, although directions picked up. Total shipments from mills, however, fell off from the previous week when they were slightly larger than capacity.

EASTERN FLOUR DEMAND EXPANDS

Moderate sales to distributors and bakers resulted in a slight expansion in the volume of flour moved in the Metropolitan New York area. Springs led other types in sales. Buyers saw nothing in market devlopments to attract interest in large-volume purchases, apparently convinced that there is nothing in the picture to cause a price advance. The flour market at Boston was very dull. Most buyers apparently were looking for lower prices before replenishing low supplies, and they confined their activity to the inquiry stage.

Most bakers at Philadelphia continued to restrict buying, although interest generally was better. About the only sales reported are those made to establishments which have found it necessary to replace working stocks. Some wholesale baking establishments at Pittsburgh are reported to have bought 60-day needs at prices below the general range of quotations. Meanwhile, smaller concerns continued to buy on a hand-to-mouth basis. Family flour sales were good.

DULL BUSINESS NOTED IN SOUTH

Dullness prevails in southern flour business, although inquiry is somewhat heavier, particularly on days when futures markets decline. Sales at New Orleans last week generally were for replacement quantities. Hard winters are in the best demand, and soft wheat flour sales improved as car cracker and cookie production expanded. Shipping directions are fairly good, and stocks on hand are larger.

SMALL-LOT TRADE GAINS IN CENTRAL AREA

Sales increased slightly at Chicago but were confined largely to one- or two-car lots for current needs. A few bookings of round lots were made. Shipping directions were fair to good. Family flour business showed slight improvement. Some improvement in sales of both bakery and family flour was reported at St. Louis following a drop in business which had come on the heels of a spurt just after the turn of the year. Most purchases were for reasonably prompt shipment. Central states mills had a fairly steady bakery business but slow family flour sales.

PACIFIC N.W. MARKET DULL

In the Pacific Northwest flour sales continued to reflect dull domestic demand and lack of export business. Trade reports from Seattle indicate that some sales might be made to the Philippines if the currency exchange picture could be clarified. The story is much the same at Portland, although a slight pick-up in domestic sales was noted before the latest decline in the wheat market. Millers are hopeful that the Philippine government will sign the International Wheat Agreement and thus become eligible for subsidized flour purchasing.

FLOUR PRODUCTION SHOWS INCREASE

Flour production shows an increase of 279,004 sacks from the preceding week. Output of the mills reporting to The Northwestern Miller, representing 72% of the total flour production in the U.S. during October, the latest month for which census figures are available, amounting to 3,234,984 sacks compared with 2,955,980 in the previous week and 3,639,936 in the corresponding week of a year ago. Two years ago the figure was 3,756,957 and three years ago 4,051,860. There were increases in all sections of the country: Northwest, 70,000 sacks; Southwest, 94,000; Buffalo 3,000; Central and Southeast, 71,000 and North Pacific Coast 42,000.

Detailed reports of sales activity in the principal flour markets in the U.S. will be found on page 58.

TWO ELECTED DIRECTORS OF PURITY BAKERIES

CHICAGO—At a meeting of the board of directors of Purity Bakeries Corp. Jan. 10 Daniel J. Uhrig and Don W. Elliott, vice presidents of the company, were elected members of the board of directors.

IMPROVED DEMAND NOTED FOR MILLFEED

Drop in Temperatures Stimulates Buying; Price Quotations Remain Below Earlier Level

Below zero temperatures boosted interest in millfeeds early this week after another period of rather sluggish demand. While sales improved, there was no encouragement of higher price levels, and quotations this week are $1.50@2 below those posted early last week.

Formula feed business in the Northwest is generally described as quiet by manufacturing concerns. The reduced demand from dealers is reflected in smaller buying by manufacturers, and ingredient markets are easy.

Feed men are somewhat at a loss to explain the slackness of trade, although some of them attribute it to a combination of a number of factors, including increased feeding of home-grown grains, discouragement over egg prices and recent easiness in grain prices.

The index of wholesale feedstuffs prices for the country as a whole, compiled by the Production and Marketing Administration, stood at 210.7 as of Jan. 10, down .1 point for the week. The feed grain index was 185.3, down 1 point.

Not much change took place in formula feed demand in the Southwest last week. Some mills reported a moderate improvement in volume of sales, while others said business was slower. In some of the latter cases, however, the milling companies had run sales contests during December which probably meant heavier stocks in dealers' stores than usual at this time of year.

Some feed manufacturers took cheer from the fact that while sales of egg mashes were off somewhat, demand was holding up quite well in view of the sharp drop that had taken place in egg prices, with new lows for the year being reached. Efficient egg producers, feed men said, could make money with eggs at the government support level of 25¢ doz. in the country and there apparently is enough confidence in the government support program to keep commercial egg raisers feeding their flocks even though country prices were below the support level and at a break even point or less at the moment.

Another factor, which may tend to keep up egg production in the Middle West in the coming year is the trend toward diversification that is resulting from a return to lower grain prices and more normal farming practices. In this area many farmers dropped chickens when grain income grew so large. Now the trend is reversing.

Millfeed production by mills in the Northwest, the Southwest and at Buffalo, representing 75% of the combined flour milling capacities of those areas amounted to 50,048 tons last week, according to figures compiled by The Northwestern Miller. Production for the current week compares with an output of 46,582 tons in the week previous and 55,992 tons in a similar period a year ago. Crop year production to date totals 1,444,957 tons as compared with 1,624,609 tons in the corresponding period a year ago.

Macaroni Manufacturers Confine Semolina Buying to Replacements

Sales of semolina and durum granulars have fallen off following the moderate pick-up noted early last week. Buying is confined to replacement needs of macaroni and noodle manufacturers, and in almost all cases quick shipment is specified.

Demand for macaroni products continues good, according to eastern trade sources. However, this expansion has not been translated into volume buying of semolina. Manufacturers, it appears, are banking on a sharp price decline to provide them an opportunity to book future supplies.

Shipping directions improved last week, and production expanded materially from the output of the previous week.

The cash wheat market for fancy milling quality durum slipped about 3¢, part of it along with the decline in the May future and the rest the result of a reduction in premiums, which early this week averaged about 15¢ over May. In spite of poor returns on millfeed, standard semolina is quoted 5¢ sack lower this week at $5.70@5.80 sack, bulk, Minneapolis.

Durum wheat prices delivered at Minneapolis, Jan. 14, were as follows:

Fancy 1 HA Amb. or better	[illegible]
Choice 1 Amber or better	[illegible]
Choice 2 Amber or better	[illegible]
Medium 1 Durum or better	[illegible]
Medium 2 Durum or better	[illegible]

DURUM PRODUCTS OUTPUT

Durum products output as reported to The Northwestern Miller by mills representing approximately 100% of the total U.S. durum capacity, in sacks with comparisons, percentages of capacity based on six-day week:

	No. mills	6-day wk. capacity	Wkly. production	% of capacity
Jan. 9-14	10	[illegible]	[illegible]	[illegible]
Previous week	12	[illegible]	*[illegible]	[illegible]
Year ago	11	[illegible]	[illegible]	[illegible]

	Crop year production
July 1, 1949-Jan. 14, 1950	[illegible]
July 1, 1948-Jan. 15, 1949	[illegible]

Wheat Markets Erratic; Some Price Dips Regained

Increased Exports in Prospect, Smaller Stocks on Farms Aid Recovery; Funds Granted by ECA

Wheat prices are back near the levels of a week ago following some rather erratic market changes during the past week. The weaker tendency which developed shortly after the start of the new year was curbed for a time on news of prospective increased exports and a government report pointing out that farm stocks of wheat Jan. 1 were the smallest for that date in nine years. Later price fluctuations were brought about by long liquidation following the stock market decline.

Closing prices for wheat futures at leading markets Jan. 16 were: Chicago—March $2.14⅜@2.14½, May $2.07⅝@2.10, July $1.91½@1.91⅝, September $1.92; Minneapolis—May $2.13½, July $2.07⅞, September $1.95¾; Kansas City—March $2.12⅜, May $2.04⅞, July $1.86⅞, September $1.87¼.

U.K. Granted Funds

The grant of approximately $15 million to Britain by the Economic Cooperation Administration for the procurement of wheat and flour commanded considerable attention. It is estimated that exports to that nation as a result may total about 15 million bushels. So far the only U.K. purchase reported was 720,000 bu. of hard wheat. Great Britain also took a quantity of U.S. flour. Other countries, including Holland, Italy, Norway and Belgium now have ECA funds with which to buy wheat and flour, and procurement is expected from time to time.

There was a feeling in the trade that the U.S. government is more concerned about lagging exports. Last week a committee made up of flour millers presented an appeal to Charles F. Brannan, secretary of agriculture, to boost the International Wheat Agreement subsidy by 5¢ bu. and to establish a subsidy on non-IWA sales to enable U.S. mills to compete with Canadian flour sellers. Mr. Brannan promised full consideration of the proposal. Previous to this meeting the IWA subsidy rates were held at prevailing rates while sharp market declines were recorded, indicating to some observers that the government has decided to boost the export program along.

Marketings of wheat increased materially during the second week in January but remained relatively small, reflecting in part the small stocks still remaining on farms. Jan. 1 farm stocks were estimated at only 327,230,000 bu., which were about 64 million bushels under a year ago and the lowest for that date since 1941. Disappearance from farms October through December amounted to only 145 million bushels, making a total since the beginning of the season of about 388 million bushels. Despite the small farm stocks, supplies of wheat remaining Jan. 1 for milling, export or carryover were about 45 million bushels larger than a year ago and totaled approximately 806 million bushels. Wheat milled for flour July through December this year was more than 50 million bushels short of last season and totaled 276 million bushels. Exports of wheat were down over 40 million bushels from last season and totaled approximately 147 million bushels. Exports of flour in terms of grain totaled only a little over 21 million bushels, compared with 83 million bushels for the corresponding period last year.

Spring Receipts Small

Very light offerings held cash spring wheat markets to narrow activity. Only 510 cars were received at Minneapolis and 449 at Duluth. After taking out lots which went into store on mills' free-storage offer, little was left for open sale. Changes in premium ranges were decidedly irregular, reflecting quick shifts which took place in the demand situation. For the week premiums on ordinary wheat were 2¢ higher; premiums in 13 to 14% bracket 2@3¢ higher, while trading range on 15% protein and higher lots was unchanged to weaker. Ordinary No. 1 dark northern spring was quoted at 4@5¢ over May. Twelve per cent protein brought 3@5¢ over ordinary; 13% protein 9@11¢; 14%, 14@16¢; 15%, 16@18¢; 16%, 21@23¢ over ordinary range. Average protein hard red spring wheat was 13.99%; durum 12.60%.

The following table shows the approximate range of cash spring wheat values at Minneapolis, Jan. 14:

For Dry Sound Wheat

1 DNS or NS 58 lb.	$2.17½@
12.00% Protein	2.18¾@2.21
13.00% Protein	2.21¾@2.27¾
14.00% Protein	2.27¾@2.29¾
15.00% Protein	2.29¾@2.31¾
16.00% Protein	2.35¾@2.38¾

1¢ Premium for Heavy

Grade Discounts

Test weight—1¢ each lb. to 56 lb.
Damage—1¢ each 1 to 5% over 2%.

Prices Depressed

Moderately heavy receipts of wheat into the Kansas City market last week had a depressing effect on prices, but declines were registered mainly in light test weight wheat. A fairly good demand was present for good milling grades of No. 1 dark and hard winter, and these premiums held steady throughout the period. The easier trend of the May future which acted in sympathy with the slackening of stock market caused cash prices to drop 1@1½¢ during the week in spite of the steadiness of premiums. Good grades of No. 1 winter wheat held to 13@14½¢ over for ordinary protein, 13@17¢ over on 12% protein and 13@19¢ over for 13% protein. The basic May future moved from a high of $2.07⅞ Jan. 11 to close at a bottom of $2.04⅞ Jan. 16. One-day receipts ranged up to 197 cars Jan. 13, the highest in some time, and the arrival of 397 cars Jan. 16 was the best Monday receipts since last August. The range of cash wheat prices which stood at $2.18½@2.33½ a week ago, closed at $2.17⅝@2.31⅝ Jan. 16.

The following table shows the approximate range of cash wheat prices at Kansas City Jan. 14, protein content considered:

No. 1 Dark and Hard	$2.18@2.31⅝
No. 2 Dark and Hard	2.17@2.31⅛
No. 3 Dark and Hard	2.16@2.27⅝
No. 4 Dark and Hard	2.08@2.24⅝
No. 1 Red	2.18@2.20⅝
No. 2 Red	2.17@2.20⅛
No. 3 Red	2.14@2.17½
No. 4 Red	2.08@2.16⅛

At Fort Worth ordinary No. 1 hard winter wheat was reported selling Jan. 16 at $2.38@2.39 bu., delivered Texas common points. The premium for 13% protein was 1¢ bu. Demand was slow and very little was offered.

A little more wheat has been selling in the Pacific Northwest since the turn of the year. The CCC is the principal outlet, although the agency is not particularly keen about taking on wheat. Recent sales to CCC were recorded at $2.17 bu. Total sales for the four reporting days were only 375,000 bu., compared with 2½ times that amount the previous week. Exports have taken a slump, as by Jan. 13 no allocations for January shipment had been received by CCC. From the trade standpoint, it looks as though the whole government export program has bidwn up. Norway asked for an indication of prices early last week, but nothing further was heard from the Norwegian buyers. Apparently quoted prices were too high. Other outlets are very narrow, with little mill buying and only occasional cars to the feed trade.

Crop conditions are unchanged. Heavy snows blanketed the main wheat growing areas last week, effectively covering the winter crops.

CURRENT FLOUR PRODUCTION

★ ★ ★ ★ ★

A Statistical Service Provided Continuously for Readers of The Northwestern Miller for More Than Half a Century

WEEKLY FLOUR PRODUCTION, IN SACKS (CWT.)

Flour production in principal manufacturing areas by mills reporting currently to The Northwestern Miller, with relationships of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages:

	Jan. 8-14, 1950	*Previous week	Jan. 9-15, 1949	Jan. 11-17, 1948	Jan. 12-18, 1947
Northwest	493,928	419,728	756,304	834,442	1,044,819
Southwest	1,214,876	1,129,142	1,484,282	1,462,677	1,425,949
Buffalo	493,144	359,189	549,419	473,269	482,899
Central and Southeast	453,848	431,737	511,857	538,852	581,111
North Pacific Coast	237,468	184,273	337,139	343,307	429,924
Totals	3,221,944	2,511,880	3,519,956	3,704,601	4,021,909
Percentage of total U.S. output	73	72	74	88	87

*Revised.

	Percentage of capacity operated in 6-day week					Crop year flour production July 1 to	
	Jan. 8-14, 1950	Previous week	Jan. 9-15, 1949	Jan. 11-17, 1948	Jan. 12-18, 1947	Jan. 14, 1950	Jan. 15, 1949
Northwest	67	65	73	65	103	19,554,287	21,530,723
Southwest	75	66	81	100	104	34,669,276	42,184,842
Buffalo	86	87	89	78	77	15,241,089	15,435,829
Central and S. E.	67	58	71	73	74	14,124,109	15,867,119
No. Pacific Coast	64	50	87	94	113	7,164,181	9,788,887
Totals	74	67	84	87	95	91,499,891	105,947,359

SOUTHWEST

Kansas City

	6-day week capacity	Flour output	% activity
Jan. 8-14	408,720	313,479	76
Previous week	408,720	290,237	69
Year ago	368,720	298,184	81
Two years ago	378,920	377,477	100
Five-year average			88
Ten-year average			83

Wichita

	6-day week capacity	Flour output	% activity
Jan. 8-14	118,800	83,147	73
Previous week	118,800	82,384	69
Year ago	111,600	81,145	68
Two years ago	118,800	122,369	104
Five-year average			81
Ten-year average			83

Salina

	6-day week capacity	Flour output	% activity
Jan. 8-14	100,200	88,645	80
Previous week	100,200	81,638	81
Year ago	100,200	91,284	90
Two years ago	100,200	104,357	100
Five-year average			91
Ten-year average			80

53 Representative Mills Outside of Kansas City, Wichita and Salina

	6-day week capacity	Flour output	% activity
Jan. 8-14	1,003,100	728,109	73
Previous week	1,061,100	672,944	64
Year ago	1,071,400	916,277	83
Two years ago	919,260	985,651	107
Five-year average			88
Ten-year average			82

CENTRAL AND SOUTHEASTERN

Mills in Illinois, Ohio, Michigan, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri:

	6-day week capacity	Flour output	% activity
Jan. 8-14	748,412	562,448	67
Previous week	766,914	*431,712	56
Year ago	723,066	511,857	71
Two years ago	755,488	549,482	73
Five-year average			70
Ten-year average			69

*Revised.

NORTHWEST

Minneapolis

	6-day week capacity	Flour output	% activity
Jan. 8-14	301,399	204,806	70
Previous week	301,399	*211,706	53
Year ago	378,003	258,843	68
Two years ago	318,300	231,844	67
Five-year average			66
Ten-year average			72

*Revised.

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa:

	6-day week capacity	Flour output	% activity
Jan. 8-14	834,480	423,143	66
Previous week	814,800	*377,498	58
Year ago	792,499	486,205	71
Two years ago	828,900	585,185	76
Five-year average			78
Ten-year average			81

*Revised.

BUFFALO

	6-day week capacity	Flour output	% activity
Jan. 8-14	458,700	452,144	98
Previous week	468,600	358,369	91
Year ago	444,700	540,533	98
Two years ago	431,500	473,268	79
Five-year average			84
Ten-year average			89

PACIFIC COAST

Principal mills on the North Pacific Coast:

Seattle, Tacoma and Interior Washington Mills

	6-day week capacity	Flour output	% activity
Jan. 8-14	245,000	153,844	63
Previous week	243,000	*120,374	49
Year ago	229,000	272,197	67
Two years ago	229,220	274,891	102
Five-year average			76
Ten-year average			71

*Revised.

Portland and Interior Oregon Mills

	6-day week capacity	Flour output	% activity
Jan. 8-14	140,000	85,938	38
Previous week	140,400	*74,774	51
Year ago	141,600	114,082	78
Two years ago	149,016	118,115	88
Five-year average			81
Ten-year average			81

*Revised.

MILLFEED OUTPUT

Production of millfeeds, in tons, for the current and prior two weeks, together with season total of (1) principal mills of Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) principal mills of Minnesota, Iowa, North Dakota and Montana, including Minneapolis, St. Paul and Duluth-Superior; (3) mills of Buffalo, N.Y. Production computed on the basis of 72% flour extraction.

	Southwest*		Northwest*		Buffalo†		Combined**	
	Weekly production	Crop year to date	Weekly production	Crop year to date	Weekly production	Crop year to date	Weekly production	Crop yr. to date
Jan. 8-14	21,683	723,337	13,362	171,539	12,111	211,871	19,618	1,111,917
Prev. week	22,643		112,178		111,731		148,345	
Two weeks ago	21,415		11,360		8,178		41,099	
1949	24,369	684,231	14,439	421,671	11,160	214,701	50,981	1,321,609
1948	21,602	687,816	15,786	549,744	9,229	295,197	46,617	1,492,481
1947	30,647	776,142	19,727	371,993	8,569	278,129	61,238	1,419,733
1946††	28,737	782,812	18,533	515,961	10,805	301,800	58,185	1,598,775
Five-yr. average	26,212	697,181	18,413	484,491	10,577	302,381	54,205	1,474,274

*Principal mills. **75% of total capacity. †All mills. ††80% extraction basis effective March 1 to Sept. 1, 1946 (31 lb. millfeed accepted as yield of 100 lb. flour). ‡Revised.

Food Give-away Plan Set Up

FOOD DISTRIBUTION PROGRAM BRANCH OF PMA WILL CONTROL OPERATIONS

Agricultural Commodities and Products Acquired by CCC Will Come Under Program as Provided in Agricultural Act of 1949

WASHINGTON — The machinery and methods for the federal food give-away plan as provided in the Agricultural Act of 1949 have been established by the U.S. Department of Agriculture with the announcement of the food distribution program branch of the Production and Marketing Administration. Involved in the "for-free" distribution will be agricultural commodities and products acquired by Commodity Credit Corp. as the result of its price support operations.

These surplus accumulations, as of Sept. 30, 1949, involved wheat, corn, cotton, flaxseed, linseed oil, dried eggs, wool, beans, butter, cheese, dried milk, grain sorghums, oats, rice, rye, hay, pasture seed, rosin, peanuts, soybeans, dried fruit, potato starch, potatoes and barley, all of which presumably will be eligible for use by the food distribution program branch but all of which is not likely to be given away or bartered since the provisions of the Agricultural Act of 1949 require that disposition in domestic markets must ensure that this free distribution will not impair current price support programs.

First on the list of eligibility for a call on these surplus commodities is the Munitions Board and other federal agencies which would utilize these commodities in the making of barter arrangements whereby the U.S. would obtain in exchange strategic or other scarce and necessary materials unavailable within the U.S. These surplus commodities must first be offered to the Munitions Board and other federal agencies.

Eligibility List

Next on the list of eligibility, in this order, are the school lunch program, the Bureau of Indian Affairs, federal, state and local public welfare organizations, and private welfare agencies operating within the U.S. or its territories.

The surplus commodities offered to these eligible recipients will be available at present points of storage.

Organizations eligible under this provision of the PMA food program branch must certify that they will not reduce expenditure for food because of these gifts. As it is decided at PMA that surplus commodities are available for distribution, official announcements will be made through state offices of PMA.

Such quantities of surplus commodities as are left after the foregoing organizations have made their selections will be available to private welfare organizations assisting needy persons outside the U.S., on the same terms as those related above for domestic welfare organizations, and this free distribution also shall not result in curtailment of other food purchases, USDA declares.

Although USDA has substantial amounts of agricultural surpluses it is unlikely that all of them will be available for free distribution agencies. Some of the basic commodities, such as wheat, corn and cotton, might conceivably be available for large barter negotiations through the Munitions Board. However, on the basis of the record to date there seems to have been little incentive for foreign nations to exchange strategic materials for these U.S. surplus agricultural commodities. Under the CCC charter, which also amended the strategic and critical materials stockpiling act, the Munitions Board was given this barter power acting through CCC. The first interest along these lines came when the Indian-U.S. wheat-for-manganese exchange was indicated, but subsequently this deal appeared hopeless since the Indian government was asking terms which were unacceptable to the U.S. Subsequently it was learned that the Pakistan government, continental neighbor of the Indian government, was offering large quantities of wheat in central and western Europe, thereby creating the suspicion that the Indian barter offer might have been a device to bring the Pakistan government to terms in regard to the sale of its wheat to India.

In its stocks of surplus commodities those which seem most likely for free distribution through domestic welfare organizations are the approximate 70 million pounds of egg powder and dried milk, cheese and butter. Since danger of deterioration is one of the conditions of availability for free distribution it would appear that the dried egg and milk stocks would be among the first on the list to be offered.

Buying Power Increased

The free distribution in the school lunch program has the effect of increasing the funds of this agency since heretofore it has been using its appropriated funds for the purchase of potatoes, dried and fresh fruits and some other perishable commodities in surplus.

By increasing indirectly the buying power of the school lunch funds, this move by PMA will make the school lunch program even more important as an exhaust valve for surplus commodities which CCC acquires and which do not fall within the "danger of spoilage" category as required by the provision of the Agricultural Act of 1949.

Because of the nature of the provisions regarding the distribution agencies eligible for participation in this program it may be seen that they will only partake of direct consumption items such as butter, cheese, dried milk and eggs. It is unlikely that any of the basic commodities can be handled through this program. The only outlet for this type of distribution for the basic commodities is the Munitions Board and unless that agency reveals greater initiative in stimulating transactions of this kind little progress can be expected in moving such surpluses as corn, wheat or cotton, among others.

ELECTED — Francis W. Bartlett, secretary-treasurer of the Hart-Bartlett-Sturtevant Grain Co., Kansas City, was elected a director of the First National Bank of Kansas City at the annual meeting of the bank stockholders recently.

DR. JULIUS HENDEL SPEAKS TO CHICAGO ROTARY CLUB

CHICAGO — "Maximum economic production and free interchange of goods among the peoples of the world will help to pave the way to world peace," Dr. Julius Hendel, vice president in charge of marketing for Cargill, Inc., Minneapolis, said Jan. 10 at the noon meeting of the Rotary Club of Chicago at the Hotel Sherman. Dr. Hendel, who spoke on "Trade—the Road to World Peace," pointed out that only through free trade can we have full production and maximum employment. Full employment, in turn, means a busy and contented populace with no desire for war, he pointed out.

Dr. Hendel supplied first-hand information for his company on the export situation last summer by visiting western Germany, Denmark, Holland, Belgium, France and Britain, and attending the International Congress of Oilseed Crushers in Switzerland. As a businessman and practical economist, he related his observations and impressions to the Rotary group.

Of primary importance were the difficulties he encountered with currency regulations and restrictions whenever he crossed a border from one country to another.

"Lack of liquidity and interchangeability of currencies, together with government restrictions such as import and export permits, quotas and tariffs, are causing almost insurmountable obstacles to commerce among nations," Dr. Hendel stated.

Dr. Hendel paid tribute to General Marshall for his foresight in aiding Europe to increase production. "The first phase of the Marshall Plan is drawing to a close," he stated. He pointed out that production in Europe has reached prewar levels, and has surpassed them in some cases. We are now faced with the second phase of the Marshall Plan, and ways must be found to stimulate trade so that European goods will find a market. In his opinion, "If we are to avoid another world catastrophe," the U.S. must by action and example, as well as by words, encourage a freer world trade.

"Whether we like it or not," Dr. Hendel declared, "world leadership has been thrown upon us. We must be realistic and point the way. Advocating one thing and practicing the opposite irritates the situation."

He gave three points of positive approach: (1) Foreign exchange must be made freely convertible. (2) All governments must relinquish state trading and remove artificial barriers. And (3) Business must accept the challenge of free enterprise.

SAFETY CONTEST WINNERS

WICHITA — Eleven elevator employees of Pillsbury Mills, Inc., and the plant superintendent, P. S. Hackney, were honored Jan. 12 when J. L. Prew, Pillsbury grain division controller, presented awards in recognition of their safety record. They are members of the "Marine" section in the inter-plant contest which topped the seven plants in their section with 519 continuous days without a lost-time accident. Each man in the group was presented with a set of kitchen cutlery.

NEW ERA MILLING CO. OFFICERS REELECTED

ARKANSAS CITY, KANSAS—Officers and directors of the New Era Milling Co., were reelected at the annual stockholders meeting, Jan. 10. Ralph C. Sowden is president, A. James Sowden, vice president and treasurer, and Roy E. Hughes, secretary. Directors are the officers and Harry F. and Helen H. Thompson, Washington, D.C.

SAFETY CONTEST WON BY PILLSBURY BUFFALO MILL

BUFFALO—The local mill of Pillsbury Mills, Inc., has been named winner of a company-wide safety contest. Local employees have a record of 233 days without a disabling injury. For every million man-hours worked, they had only 2.56 accidents in 1949, according to R. J. Rocheford, manager, Pillsbury corporate insurance department, Minneapolis.

A. B. Spartoe, Minneapolis, president of the flour milling division, and M. F. Dougherty, vice president, will be here Jan. 19 to present a set of carving knives as prizes to each winning employee.

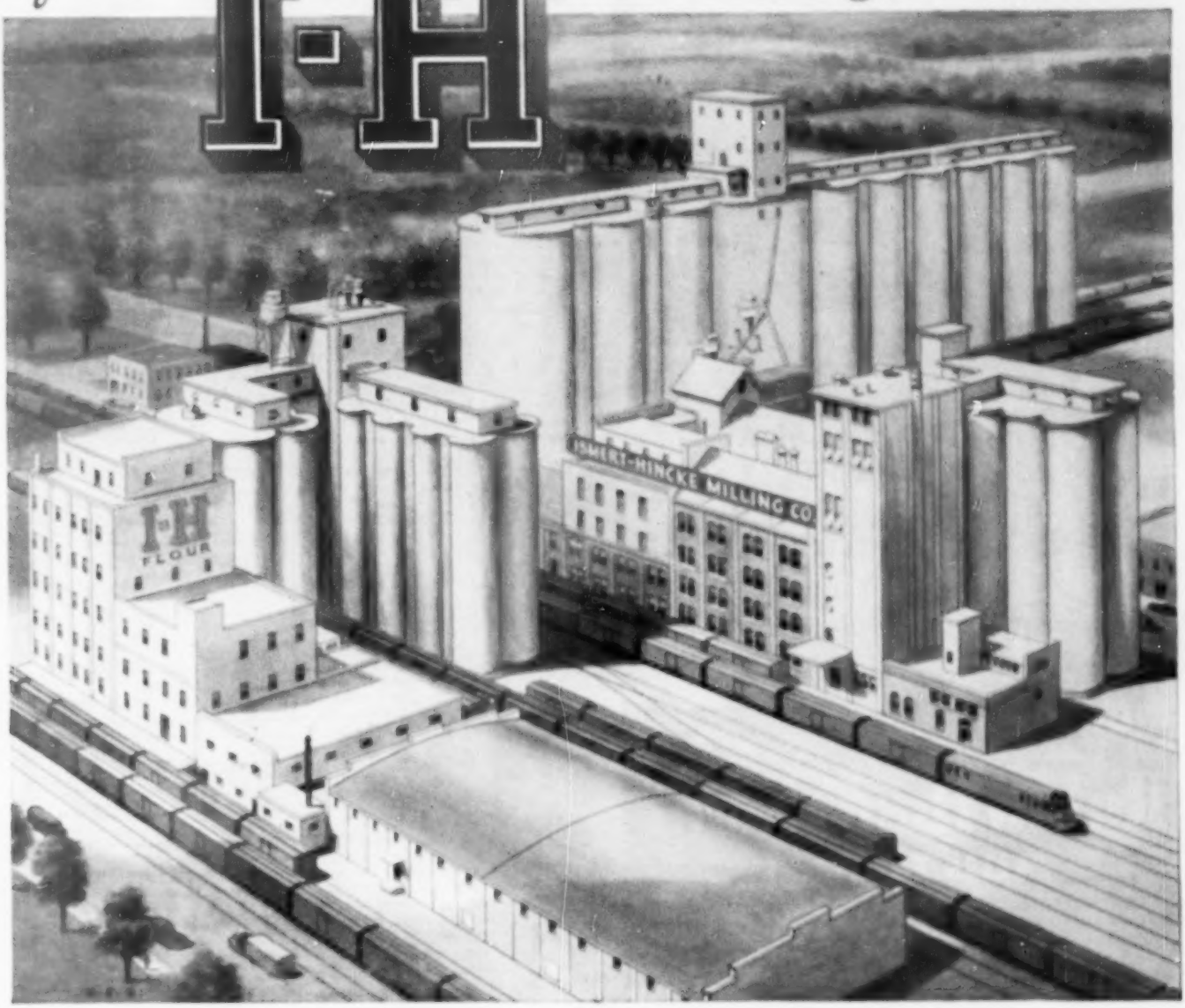
Argentina Places Embargo on Millfeed Exports

Argentina has placed an embargo on exports of millfeed, according to trade reports from the East. The embargo is said to halt further sales for export, although delivery will be permitted through April on transactions already completed.

The Argentine millfeeds, offered freely on the East Coast at about $10 ton below domestic millfeeds, have been a depressing influence on price levels. The wide price differential enabled the imported product to compete in interior markets as far back as Buffalo.

A short corn crop in the Argentine is said to have prompted the embargo move.

If it's I-H milled - it's "good" Flour!



MILLS AT TOPEKA, KANSAS—7,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.

THE fine baking qualities of I-H flours will help any jobber make a sales success. For I-H quality is the kind that really builds business by bringing the consumer back for more. Wheat for I-H flours is carefully chosen from the best of the crop. And the skill and experience of I-H millers guarantees uniform dependability.

THE ISMERT-HINCKE MILLING COMPANY
KANSAS CITY, MO.

Revised Regulations Adopted:

Exemptions of "White Collar" Workers Under Wage-Hour Law

WASHINGTON — Beginning Jan. 25, 1950, employers must apply a revised set of tests of duties, responsibilities, salary levels and other basic requirements to determine which of their so-called "white collar" employees may be exempt from the minimum wage and overtime pay provisions of the Fair Labor Standards Act—the Federal Wage and Hour Law.

The tests are set forth in amended regulations (Part 541 of the Code of Federal Regulations) just adopted by William R. McComb, administrator of the U.S. Department of Labor's Wage and Hour and Public Contracts Divisions, Washington 25, D.C. The regulations govern the wage-hour law exemptions for workers employed in "executive," "administrative," "professional," "local retailing," or "outside salesman" capacities.

The effective date of the revised regulations was set to coincide with the Jan. 25 effective date of the Fair Labor Standards Amendments of 1949, which increase the wage-hour law minimum wage to 75¢ an hour and make other changes in this law as a whole. Thus, beginning Jan. 25, unless exempt under the "white collar" exemptions or another specific exemption provision of the wage-hour law, an employee engaged in interstate commerce or in the production of goods for interstate commerce, including any closely related process or occupation directly essential to such production, must be paid at least 75¢ an hour and must be paid at least time and one-half his regular rate for overtime work after 40 hours in a work week.

Revisions Based on Study

The purpose of the revisions, Mr. McComb pointed out, was to clarify the provisions of the regulations and to make them more meaningful in the light of experience and changed economic conditions since they were last substantially revised in 1940. As previously, it is expected that the revised regulations will affect some 2,500,000 employees.

More than 100 witnesses principally representatives of management and labor, appeared at the 22 sessions of a public hearing held in December 1947, and January 1948, to consider the revisions. On Sept. 10, 1949, the administrator gave 30 days' notice of his proposed revisions. As finally adopted Dec. 23, 1949, the revised regulations contain very slight changes from the proposed revisions.

The new regulations include among their basic requirements that (a) "executive" employees must perform managerial duties; (b) "administra-

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tive" employees must perform office or nonmanual field work of substantial importance in the management or operation of the business; (c) "professional" employees must perform work requiring advanced knowledge in a field of science or learning, or perform creative work in an artistic field; (d) "local retailing" employees must make local retail sales of goods or services, or perform work immediately incidental to such sales; (e) "outside salesmen" must be engaged to sell, away from their employer's place of business.

Mr. McComb said that clarifications made in the tests incorporated in the revised definitions for each classification of employees should enable employers to apply them to their employees without risk of inadvertent violations of the wage-hour law through misapplication. The importance to employers of understanding the regulations is apparent since the burden of proving the applicability of an exemption to an employee rests on the employer.

Salary Test Available

As formerly, the revised regulations contain a salary test for "executive," "administrative," and "professional" types of employees. For the "executive" classification, the new salary test, in addition to five other tests, requires payment of at least $55 a week (or $238.33 a month), to replace the test of $30 a week established in 1940. For "administrative" and "professional" types of employees, the new salary requirements are $75 a week (or $325 a month), instead of the $200-a-month tests set in 1940, in addition to four other tests for each classification.

A feature of the revised regulations are new provisions for determining the exemption status of employees who are paid at least $100 a week. Under these provisions, shortened tests are available for determining whether such employees meet all the specific requirements of the "executive," "administrative" or "professional" definitions.

For practical purposes, this means that employers may segregate their salaried employees who receive $55 a week or more into two groups for determining the applicability of the

(continued on page 30)

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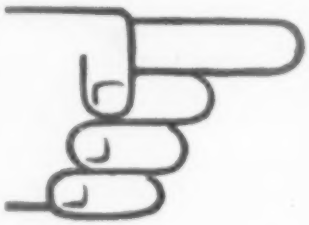
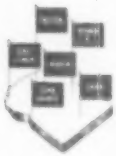
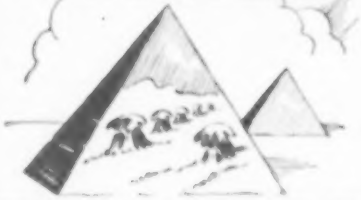
Rugged in its ability to withstand the unexpected variations in shop procedures and timing, dependable in its daily uniformity of mixing, fermentation and baking response . . . that is KANSAS PYRAMID . . . a real quality medium patent, milled from the finest of hard winter wheats. KANSAS PYRAMID has the stuff to produce the finest loaf in any market.





Kansas



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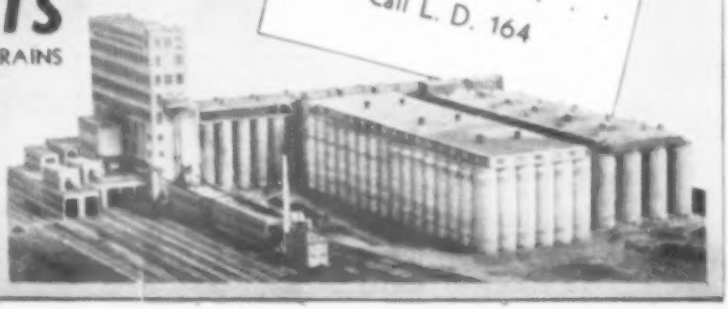

Fresh Flavor

If you have ever tasted sweet corn that went into the kettle just a few moments after it was picked, you're not likely to forget its full, fresh flavor.

Rye flour, too, is at its best when fresh. And that's a good reason for getting your rye flour from Pillsbury. Thanks to efficient distribution, careful handling, and rapid turnover, Pillsbury's Rye Flours reach you while their fine rye flavor is at its peak.

If your aim is to make the best-tasting loaf of rye bread in town, here's your flour!

White to dark—a type for every purpose ... Also RY-BLEN-DO—a blend of Pillsbury's choice Rye Flours and strongest Northwest Clear.

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GROCERY PRODUCTS NEWS

Home Use of Flour and Mixes

• • • • • •

Surveys by Magazines Show Extent of Market

Two magazine publishers have come out recently with market surveys reports which indicate the extensive home use of all-purpose flour and the expanded market for prepared mixes.

The studies were conducted by Capper Publications, Inc., Topeka, Kansas, and the Dell Publishing Co., New York. In the Capper study, subscribers to Household magazine were surveyed. The Dell report was based on returns from readers of its Modern Group of magazines—Modern Screen, Modern Romances and Screen Stories.

THE DELL COMPANY said its 11th Survey of Homemaking "provides in many ways a true measure of the buying habits of the 17 million young families that have started since 1940, the last year of hard selling" until recently.

All-purpose flour, according to the latest Dell survey, is used by at least 86.6% of the readers of the three magazines. This figure, for 1948, represents a slight drop from the 88.1% in 1946, but it is several points ahead of the percentage around 1940. Use of all-purpose flour is greatest among readers in smaller communities and in middle and upper-income groups.

Cake flour, the survey showed, was used by 65.4% of the readers in 1948, compared with 71.5% in 1946. Again, middle and upper-income families were the most extensive users, as were persons in small towns and cities under 500,000 population.

Other results in the study of products for baking:

Pancake flour—Used by 74.6% of the readers, compared with 77.1% in 1946. Middle and upper-income groups and persons in communities of 2,500 to 500,000 population showed the greatest percentages of use.

Use of Mixes

Biscuit mix—Mixes were new to the survey, which showed biscuit mix used by 47.1% of the readers. Upper income groups and persons in cities of 2,500 to 500,000 reported most extensive use. Cake mix—Used by 34%, and most extensively by upper income groups and housewives in cities under 500,000. Those in small towns and larger cities reported less extensive use.

Pie crust mix—Used by 38.8%, most extensively by middle and upper-income groups and in cities under 500,000. Muffin mix — Used by 20.8%, most extensively by persons in cities of all sizes as opposed to small towns, no great variation according to income.

THE CAPPER SURVEY was designed to determine the baking methods used by Household readers in the small city and town homes of America.

As pointed out by Victor Hawkins, director of research, the study shows that some 90% of the readers use all-purpose flour regularly for various purposes. Also, he said, the popularity of new products is shown by the survey, which indicated that 48-74% of the home bakers in towns used prepared mixes for cakes, pie crusts, hot rolls, pancakes, gingerbread and biscuits at the time they were questioned.

Questionnaires were sent in 1948 to every 200th subscriber, and the analysis was based on the first 3,500 completed returns.

Of the 95.5% answering the question on all-purpose flour, 98.7% reported regular use—more than half using 20 lb. or less in a two-month period. Almost one fourth used 6-10 lb. in two months. The average per family was 30.4 lb.

The cake flour question was answered by 79% of those sending in returns. Of these families, 88.7% used cake flour regularly. Most used one or two packages in two months, the average per family being 2.1 packages.

Prepared Mixes

Reports on mixes: Cake mix—Answers, 51.1% of the 3,500 families. Used by 48.5%. About half used from one to three packages in two months; average, 4 packages. Pie crust mix—Answers, 52.1% of the 3,500 families; age number of packages used per family in two months 4.5.

Plain pancake mix—Answers, 66.6%. Used by 73.9%. Average number of packages in two months, 2.3. Buckwheat pancake mix—Answers, 52.6%. Used by 49.8%. Hot roll mix—Answers, 53.3%. Used by 49.1%. Average number of packages in two months, 3.7.

Gingerbread mix—Answers, 62.4%. Used by 64.8%. Average number of packages in two months, 2.5. Muffin mix—Answers, 44%. Used by 29.7%. Biscuit mix—Answers, 59.3%. Used by 63.7%. Average number of packages in two months, 2.5.

Baking Methods

The survey also covered methods of baking. And it was found that, in making cakes, pies, biscuits, muffins and cookies, most of the Household readers used all-purpose or cake flour as opposed to prepared mixes.

Here are some results of the methods study, showing how housewives usually make various baked goods:

Cake—Families reporting, 3,254. With all-purpose or cake flour and own recipe, 81%; with a mix, 3.5%;

(Continued on page 24)

PACKAGING EXPOSITION

The 19th National Packaging Exposition is scheduled to be held April 24-27 at the navy pier in Chicago. Some 14,000 persons are expected to attend the event, to be sponsored by the American Management Assn. J. M. Cowan, assistant director of distribution, the Dobeckmun Co., Cleveland, is chairman of the exhibitors' advisory committee.

NEW SMALL LOAF—Arnold Bakers, Inc., Port Chester, N.Y., has introduced a new "small family loaf" of white bread in the New York metropolitan area. The loaf has 14 full-sized slices and is cellophane-wrapped. After being test-marketed in selected areas of New York City, it is being progressively marketed in the metropolitan area around New York and will be introduced in other Arnold-served areas.

Wholesale Grocers to Hear Discussions of Major Problems

Various problems confronting wholesale grocers will be discussed at the National-American Wholesale Grocers Assn. convention Jan. 27-31 in Atlantic City.

The meeting will include panel discussions and talks on such topics as retailer-wholesaler relations, future trends, the Robinson-Patman Act, advertising, modernization and transportation.

Paul G. Hoffman, Economic Cooperation Administration chief, will be one of the featured speakers, talking at the closing luncheon Jan. 31.

C. C. Precure, president of the National Association of Retail Grocers, will speak on "Cooperation—A Two-Way Street." The program also will include a report on a survey of wholesaler-retailer policies and practices.

Keynoting the convention will be Don Francisco, vice president, J. Walter Thompson Co., who will outline "Challenges Facing Food Distributors in the '50's." Arthur W. Lutz, Smart & Final Co., Ltd., Los Angeles president of the association, also will speak.

Opportunity for Larger Food Industry Sales in 1950 Seen

Grocery manufacturers are looking forward in 1950 optimistically and feel that there are "real opportunities for increasing their sales volume and their services to the people" during the year, Paul S. Willis, president, Grocery Manufacturers of America, reports.

In a statement on the 1950 outlook, Mr. Willis pointed out that the U.S. population is growing rapidly and that there apparently is no indication of any serious drop in consumer purchasing power.

However, he added, grocery manufacturers realize that, with competition getting keener, increased sales can result only from "extended and hard-hitting advertising and merchandising campaigns." Aggressive manufacturers, he declared, will increase their advertising and selling budgets as sales become harder to make.

In citing the absence of any indication that unemployment will increase or wage scales will be lowered, Mr. Willis said purchasing power is 62% higher than in 1939, savings are at a record high, and the payment of premium dividends on G.I. insurance will help increase income.

In addition to forecasting more aggressive merchandising, Mr. Willis predicted increased activity in research—creation of new products and improvement of old products and packaging.

While supplies of some perishable products may be limited temporarily, the supply of food products generally will be plentiful, Mr. Willis continued. Retail food prices, he said, will not change materially. With farm prices around the support level and with higher production and distribution

Paul S. Willis

optimistic outlook

BUTTER CAMPAIGN — An opportunity for tie-in sales of baked goods, flour and mixes is found in the drive to sell butter during a "key to good eating campaign" slated for February and March. As part of the nation-wide merchandising event, the advertisement pictured above will be carried in major magazines. Among the illustrations of the use of butter are biscuits, toast and pancakes. Many related advertisers will take part in the campaign.

costs, there is little room for price reductions, he explained.

During 1949, Mr. Willis said in his year-end statement, grocery manufacturers maintained their sales volume at or near the peak postwar levels. A GMA study showed that 1949 dollar sales were $15.4 billion, compared with $15.9 billion in 1948. Total food store sales last year were estimated at $30.2 billion, slightly below the $30.5 billion for 1948. However, the small declines were caused by lower prices, rather than decreased tonnage sales, Mr. Willis said. Overall food consumption in 1949, including food consumed on the farm and in public eating places, was figured at $52, also slightly below the 1948 figure.

The GMA study also showed that manufacturers' net profits per sales dollar dropped from 3¢ in 1948 to 2.9¢ in 1949—the decrease being attributed to increased costs in production and marketing. These higher costs, Mr. Willis said, prevented manufacturers from reflecting lower farm prices.

* *

Bigger Tonnage Sales at Lower Prices Forecast

Grocery store sales in 1950 will be larger in tonnage volume than they were in 1949 but may be down a little in dollars, the American Institute of Food Distribution, Inc., New York, reports in a study of the sales outlook for the coming year.

About 20 million families will have money to buy more food than they did last year, at slightly lower prices, the institute said.

However, the report points out, sales of each store will depend on what is done to increase purchasing by present customers and to attract others.

"Business conditions, except in a few territories, will be better through the next six months than in 1949," the institute predicted. "Employment and payrolls will be larger.

"Food prices will be kept up by consumers buying larger quantities than in 1949 and by Washington's using millions in supporting prices of most farm products."

Competition to Be Keen

For the first several months of this year, consumers will spend almost as much money on food as in 1949, at prices averaging 6-8% lower, the report said, and competition for this favorable business will be keen.

Referring to independents' competition from chain stores, the report continued, "Sales records for 1949 show that the percentage of the total grocery business handled by chains and big markets was not increased by extra efforts to get business. Largest gains were by retailers centralizing their buying with voluntary chains, retailer-cooperatives and wholesale grocers, assisted by the advertising and promotional suggestions of the supply centers with which they are affiliated. Serious decreases were among indifferent retailers."

Marketing Group to Discuss Importance of Distribution

The value and importance of distribution in the nation's economy will be cited Feb. 28-March 1 in Detroit at the sixth National Marketing Conference of the domestic distribution department of the U.S. Chamber of Commerce.

Among other things, the conference will point up distributors' public relations job in explaining their operations to the public and the value of services performed by distributors at increasingly lower unit costs.

A Corner on the Flour Market

An easier tone is apparent in wheat and flour markets as 1950 gets under way, with attention focused on a number of bearish influences. These factors are cited most frequently in appraisals of the price situation: A winter wheat crop almost as large as last year's has been officially forecast; exports of wheat and flour are far below expectations; movement of wheat into government loan has slowed; government buying on the open market is very limited, except in the Pacific Northwest.

* * *

During the past month May wheat futures have declined 3-6½¢ in the principal markets. Cash wheat values have generally remained more stable, although ordinary types were selling in mid-January at about 3¢ bu. less than in mid-December. Higher protein wheats were steadier. Flour quotations Jan. 15 were practically unchanged from those listed a month earlier, with a very sluggish millfeed market contributing to price steadiness.

* * *

On the basis of Dec. 1 crop conditions, the U.S. Department of Agriculture forecast a winter wheat crop of 884,658,000 bu., only 2% smaller than last year's production and 22% above the 10-year average. This prediction was made in spite of a 15% reduction in acreage resulting from the government's acreage restriction. More of the crop this year is planted in fallow land and other areas best suited to wheat. The forecast is based on the expectation of normal weather conditions through the spring growing season, and although much could happen between now and harvest time, the forecast nevertheless is significant. The condition of the crop is now rated good, although some areas still lack adequate surface moisture.

* * *

U.S. government officials recently have admitted that the previously announced export goal of 400 million bushels for the crop year was too high. Now they indicate the total may be in the neighborhood of 350 million bushels. Shipments of U.S. wheat and flour abroad totaled only 140,634,000 bu. by the end of November, some 91 million bushels less than in the comparable period of the previous crop year. Most of the exports, about 84%, went either to occupied areas or to nations supplied with Economic Cooperation Administration funds. Additional ECA allocations point to expansion of this business, but competition of other exporting nations continues to weigh against a great increase in U.S. sales. New crops now are coming to market in the Southern Hemisphere. Also, the requirements of importers apparently have been scaled down in view of larger home-grown supplies and currency difficulties.

* * *

Attention once again is fixed on Congress as the new session gets under way. The administration is

(Continued on page 24)

The Zizz-Buzz

Success Predicted for New Semi-Automatic Food Store

Clarence Saunders of Memphis, well known exponent of "push button" grocery merchandising, is predicting success for his latest venture in the food marketing field—the Zizz-Buzz store.

The semi-automatic Zizz-Buzz, opened in Memphis last month, is the successor to the completely automatic Keedoozle, which Mr. Saunders folded last year. He calls his new store the Zizz-Buzz because "you zizz right in and buzz right out."

"We're steadily gaining in every way," Mr. Saunders says. "The gross has jumped 50% each week since we opened.

"Folks like the story fine—much better than they did the Keedoozle. Our layout is greatly improved, and that's helping a lot."

During a heavy week-end period recently, a good volume of traffic was reported. Three checking stands were kept busy, and approval was expressed for the arrangement and prices.

The Zizz-Buzz occupies the same quonset-type building that housed Mr. Saunders' Keedoozle. With the completely automatic Keedoozle, customers punched keys to select items and then picked them up after they were conveyed to the checker's stand. Mr. Saunders said the Keedoozle was too complicated, and the store folded.

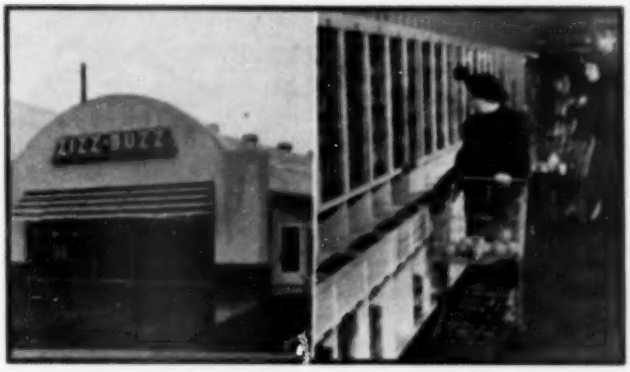
The Zizz-Buzz, however, is only semi-automatic, and the shopper pushes a standard grocery cart. About 75% of the staple items are behind glass sections, each item identified by a letter. Below each section is a set of buttons with corresponding letters. The shopper pushes a button and the item tumbles from a chute.

The store has one long aisle, with products displayed on each side. Packaged meats are at the closed end, and fruits and vegetables, sold in the conventional way, are near the front. Mr. Saunders says that, if he had room, he could apply the automatic system to about 90% of the staple items—all but bulky products.

The system doesn't satisfy him yet, however. He says he plans to put push-buttons by each product to eliminate the necessity of matching the button with the item by letters.

He also says plans are under way for other Zizz-Buzz stores but he declines to reveal anything about number or location.

Meanwhile, Mr. Saunders, who gained recognition with his self-service stores in the Piggly-Wiggly chain before he opened the Keedoozle, declares he is confident of success.



SEMI-AUTOMATIC SHOPPING—Clarence Saunders' latest venture in the retail grocery business in Memphis—the Zizz-Buzz store—is housed in the quonset-type building pictured on the left. The building, which has modernistic interior decorations, was the site of Mr. Saunders' completely automatic Keedoozle, which was folded. On the right are customers in the semi-automatic Zizz-Buzz.

The Flour Distributor's Viewpoint . . . by Wayne G. Martin, Jr.

JUDGING from the trend taken by numerous congressional investigations, it is apparent that distributors and so-called middlemen will be subjected to close scrutiny during the months ahead. Farmers and consumers are far more powerful, from a voting standpoint, than are distributors, and politicians seem to feel that they have a special calling at this time to reduce food prices.

It will be difficult to bring out the true facts in the case, which has been somewhat decided in advance. However, every effort should be made to explain fairly to the public, as well as to the investigating committees, the true function of distribution. Those who are familiar with it know the unfairness of charging it with the major cause of present food prices.

In the months ahead, The National Association of Flour Distributors will face a challenge to present the cause of distribution fairly and accurately. Certainly, flour distributors are not making an unreasonable profit, and in many cases they are barely existing. However, the public does not know these facts. One of the greatest responsibilities of trade associations is to see that these facts are made known.

FOOD CONSUMPTION UP — The per capita consumption of food has shown an increase of approximately 10% in the last 10 years, according to M. L. Toulme, executive vice president of the National-American Wholesale Grocers' Assn. He expects this favorable condition to continue, but warns that food distributors must expect increasing competition.

Wholesale flour distributors serving the family trade should be especially interested in Mr. Toulme's estimate. They should check their own records against those of 10 years ago. That should indicate whether or not their businesses are following the present trend.

Flour, of course, is a basic food. If there has been an increase in food consumption, it should have followed the trend. If it hasn't, there is something wrong with the merchandising back of it.

WATCH CREDITS—We have repeatedly written about the necessity of flour jobbers watching their credits closely, but this is such a serious subject that it should be thought about continuously. Credits are not in as good a position as they were during and immediately after the war.

Credit losses may easily wipe out a jobbing business. Even slow payments can place it in a precarious position. The way for flour distributors to avoid these losses is to watch their credits every day and, when a customer becomes slow in payment to put him on a cash basis.

Some flour distributors say they must grant credit to certain customers because their competitors do. That is a poor excuse. There is no sense in suffering a financial loss through poor credits simply because a competitor does.

EFFICIENT DISTRIBUTION—Students of our economy are convinced that the greatest problem confronting us during the last half of the present century will be that of distribution. Production economies will, of course, be effected, but great advancement has already been made in that direction. It is also true that distribution has made great strides forward, but many economists think there is much room for further improvement.

It is probably more difficult to place a finger accurately upon distribution costs than it is upon those of production, due to variable factors. Nevertheless, this can be done if sufficient study is made.

Flour millers have an equal interest in this problem, for, if their prod-

(Continued on page 33)

Ring Up Profits with Phone Sales

Putting Mrs. Housewife as near to the food store as her own telephone has been a big part of Ted Ludlow's success formula.

Mr. Ludlow bought his Garden Park Market at Salt Lake City, Utah, several years ago and immediately faced the problem of hiring business where previous owners had failed. Soliciting deliveries by telephone, he decided, was the answer. And since taking over, he has increased the number of delivery customers from 20 to more than 200.

Telephone soliciting, Mr. Ludlow says, is the most important factor in his business. And here's the way his employees team to put it across.

Two pleasant girls do the calling, make suggestions and take the orders. Bakery items, it has been found, are often a good starter in suggesting. Other employees put up the orders, taking note of special likes or dislikes of the buyer. After the orders are assembled and checked, they are put on the delivery truck, and profit-making purchases are on the way.

Mr. Ludlow says the orders range from an average of $4.75 at the start of the week to $8.10 on Saturdays.

The district served by the Garden Park Market is largely a "white collar" area, Mr. Ludlow points out, and this fits well into his scheme. Expansion of telephone solicitation and ordering has not been easy, he says. But he is a "little proud" that the public has placed "full faith in my judgment in filling their food requirements, although I know most of them only by their voices over the telephone wires."

Food News Gets 1,600 Pages in Papers Monthly

News and editorial matter on food occupies more than 1,600 full pages in 534 U.S. and Canadian daily newspapers during an average month.

This report by the American Association of Newspaper Representatives comes from a survey conducted by the association and the Bureau of Advertising of the American Newspaper Publishers Assn. Both small town and metropolitan dailies were included in the study.

Used for measurement purposes was last September, which was considered an average month for food material use in papers. During that month, the newspapers published 3,909,362 lines of food editorial matter. This is an average of more than three pages for each paper.

Success Predicted for Raisin Bread Promotion Event

First reports from the bakery and grocery trade indicate that participation in the forthcoming national raisin bread contest will exceed all advance expectations, according to the California Raisin Advisory Board, Fresno, which is sponsoring the contest.

"The 'Raisin Reason' contest is progressing at a rate far beyond original expectations," reported Paul L. Johnson, board manager. "The response that we have received from bakeries and wholesale grocery stores throughout the U.S. and Canada has been extremely gratifying."

Being offered in the contest, which is scheduled to start Jan. 22, are 287 prizes totaling more than $21,000 in value. Entrants must tell in 25 words or less why they like raisin bread. A raisin bread wrapper or a sales receipt or a reasonable facsimile must accompany each entry.

Mr. Johnson said the board has received requests for almost 3 million entry blanks and 150,000 pieces of advertising material. And to handle the requests, he added, the board had to order additional quantities of the material.

Grocers and bakers are invited to tie in with the contest in order to increase raisin bread sales, Mr. Johnson pointed out, and those who assist winning contestants will receive prizes.

BASKAD — Food advertisers who want to put their message at the point of sale—on baskets of self-service push carts in super markets—can use Baskad, offered by Basket Advertising, Inc., New York. The company leases space and in turn rents it to national or regional advertisers. As shown above, frames inside as well as outside the basket hold display cards.

Record Crowds Seen for Grocers Meeting

Record-breaking attendance has been forecast for the 51st annual convention and food trade exhibit of the National Association of Retail Grocers next June in Chicago.

Thousands of the nation's independent retail food merchants are expected to be present June 4-8 at Chicago's large navy pier, scene of the golden jubilee convention in 1949.

From all advance indications, NARGUS officials report, both the exhibit and convention attendance this year will top the record totals for 1949. Last year's conclave attracted more than 12,000 retailers and featured a mile of food industry exhibits.

Convention leaders promise a "hard-hitting, practical program of speeches and panel discussions slanted to make available to the retailers the best and newest developments in the trade." C. C. Precure, Britton, Okla., NARGUS president, will preside.

Executive Finds

Need for Better Merchandising

The food industry still has a lot of room for better salesmanship and better merchandising, even though business is rolling along at a good pace.

This observation got new and dramatic emphasis recently in a report by a top executive in the industry who dropped in on retailers, wholesalers and consumers all across the country.

Nathan Cummings, chairman of the board, Consolidated Grocers Corp., returned to Chicago last month after two months of "getting at the grass roots to find out how to sell better and more effectively and how to help our customers sell their customers and move more goods."

He rang doorbells at every type of home and chatted with retailers in every type of food store. Mr. Cummings helped many improve their merchandising techniques, but, he says, he also learned many ways to improve selling at various levels.

Merchandising Advice

In the way of merchandising, the board chairman of the large food wholesaling firm had several pointers. He called for greater modernization, effective display of profitable merchandise, close brand and inventory control and smaller reserve stocks with greater turnover. He also suggested improvement in lighting, pub-

CONGRATULATIONS — Tom Hall (left), retiring assistant to the manager of the Kroger Co. plant at Cincinnati, is congratulated by Joseph B. Hall, president, upon completion of 50 years with the food chain. Tom Hall (not related to Joseph Hall) is the only Kroger employee who ever will complete a half century with the firm, since present hiring and retirement policies now make it impossible. Mr. Hall started as a store clerk, then was transferred to the manufacturing division, where he advanced to assistant to the plant manager.

cious use of point-of-sale material and "good housekeeping." Mr. Cummings emphasized the importance of well known brands, which he said are winning more acceptance. He also pointed out that consistent use of advertising is producing results.

For salesmen, Mr. Cummings had such recommendations as these: Go after the potential business in a territory and not limit calls because of better reception at just some of the stores. Prepare sales ideas to fit possibilities of customers. Have a good product knowledge that inspires confidence. Study human nature. Follow creative selling practices, showing the customer how he can improve his own business. And work to become "keen, enthusiastic, aggressive, confident and smart."

CHAIN SEES BIGGER SALES

PHILADELPHIA — George Friedland, president, Food Fair Stores, Inc., reports that the food chain's sales for the fiscal year ending April 30 will set a new record. Also, he says, the company's net profit will improve to a point topped only by the calendar year 1946, when the net was $3,642,084. Mr. Friedland says stores opened during the past year have been so satisfactory that the company will step up its 1950 expansion program.

RETAIL GROCER GROUP TO MEET IN CHICAGO

The National Retailer-Owned Grocers group is slated to hold its annual convention Feb. 5-8 at the Sherman Hotel in Chicago. Representatives of the entire food industry as well as warehouse managers, retailers and others have been invited to attend.

Peter H. Prato, NROG manager and program chairman, said delegates from every section of the country will be present. He termed the four-day meeting one of the most important in the history of the organization.

New Packages Praised as Selling Aids

New consumer packages, bearing colorful new designs, are proving to be successful merchandising aids for its cake flour and pancake and waffle mix, the Centennial Flouring Mills Co. reports.

Before the Seattle firm installed new packaging machinery in its Spokane mill, 2-lb. quantities of the two products were packed in paper bags. Now, in place of the 2-lb. bags, Centennial is using 2½-lb. cardboard cartons. The company will continue to market its pancake and waffle mix in 4-lb. and 10-lb. bags as well as in the new carton.

Design of the two new picture packages followed hundreds of tests for legibility, attractiveness, appetite appeal and memory value, the company said.

"Centennial Pancake and Waffle Mix is such an outstanding favorite in the Pacific Northwest that only the package was changed," officials said. "The basic formula remains the same. The Centennial research laboratories, however, found a way to make an even better cake flour and so made the formula change to coincide with the introduction of the new packages.

"Both new packages are now distributed throughout the Centennial territory and are being well received by grocers and customers. Grocers like the easy-to-handle carton, and housewives like the products, the carton and the tested Celia Lee recipes."

With the new cake flour package and formula, the name Peach Blossom was dropped. And recognizing that the other product is a mix, the company changed its name from "flour" to "mix."

THE NEW AND THE OLD—The Centennial Flouring Mills Co., Seattle, reports that it is winning new friends for Centennial Pancake and Waffle Mix and Centennial Cake Flour with new 2½-lb. packages. In each of the above two pictures, the new cartons are on the left and the paper bags, now replaced, on the right.

TAKING INVENTORY

FLOUR PRODUCTION—December flour production, as shown in reports to The Northwestern Miller (Jan. 3), dropped off about 2% from the November output. Mills reporting to this publication produced 13,580,010 sacks flour last month—261,178 less than the previous month's production. During December, 1948, these same mills turned out 15,923,883 sacks, or 2,343,873 more than for December, 1949. Assuming these mills accounted for 73.1% of the total flour production in the U.S. in December, the total output for all mills last month was 18,577,000 sacks.

Civilian consumption of flour in the year beginning July 1, 1949, declined to 117 lb. per capita, according to the Bureau of Agricultural Economics. (The Northwestern Miller, Dec. 27.) This compares with 140-lb. in 1947-48 and 150 for the 1935-39 average. Civilian consumption of wheat breakfast foods, in terms of flour equivalent, was 2.9 lb. in 1947-48 and 1948-49, compared with 3.1 in 1935-39. Total civilian food use of wheat in 1947-48 was estimated at 493 million bushels and in 1948-49 at 479 million. The 1935-39 average was 475 million bushels.

HIDDEN INFESTATION—A three-point program designed to solve the problem of hidden infestation in milling wheat has been suggested by the grain grades committee of the Millers National Federation. (The Northwestern Miller, Jan. 10). The program calls for (1) development of an accurate means of measuring the degree of infestation, (2) inclusion of this means in official grain standards so that the freedom from or degree of infestation will be recognized commercially, and (3) an extensive education program to control or eliminate infestation in wheat entering the market. Meanwhile, George P. Larrick of the Food and Drug Administration appeared before the MNF executive committee and explained a proposal for cooperative investigation of insect infestation. The committee recommended the program for favorable consideration by the membership.

Railroads serving the area east of Buffalo, N.Y., have withdrawn their application for a rate increase on flour shipments to points east of Buffalo, according to The Northwestern Miller for Dec. 27. The railroads had proposed to increase rates on flour shipments by restoring a rate cut made in 1934 to meet water-borne freight. Millers and others objected to the proposal.

WHEAT SUPPLIES—U.S. wheat supplies, as estimated by the Bureau of Agricultural Economics, were reported in The Northwestern Miller for Jan. 3 at 1,432 million bushels. This is 52 million bushels less than the 1,484 million in 1948-49 but is the fifth largest supply on record. Domestic disappearance in the year beginning July 1 may total about 700 million, so about 730 million would be available for export in 1949-50 and carry-over July 1, 1950.

The U.S. Commerce Department reports that the container industry outlook for the spring of this year is good. The report, reviewed in The Northwestern Miller, Jan. 10, says the 1949 physical volume container business apparently will be close to the high level of 1948. Container users have become increasingly conscious of the need for distinctive packaging, according to the report, and 1950 users are expected to demand more attractive packages to stimulate consumer interest.

IN WASHINGTON—President Truman's proposed budget request appears to show a reduction in the costs of the U.S. Department of Agriculture, according to a story in The Northwestern Miller for Jan. 10. The chief executive says USDA will cost the taxpayers $2,671 million in 1950, while in the fiscal year 1951 this will be cut to $2,206 million. The reduction is attributed to prospective smaller outlays for price supports. . . . Meanwhile, the Council of Economic Advisors to President Truman comes up with an optimistic outlook in its annual economic report. The council predicts employment reaching a total of 61 million in 1950 and a 7% gain in the national output.

The 1950 domestic sugar consumption quota has been set by the U.S. Department of Agriculture at 7,500,000 short tons, raw value. (The Northwestern Miller, Jan. 3.) This compares with the original 1949 quota of 7,250,000 tons, which was revised upward to 7,500,000 before the end of the year. Industrial users, including bakers, had urged establishment of a quota of 8,098,000 tons.

PRICE SUPPORTS—Some $3,148,500,000 was invested in the Commodity Credit Corp.'s farm price support program as of Oct. 31, 1949, according to CCC officials. (The Northwestern Miller, Jan. 10.) It also has been revealed that CCC, in carrying out the program during the current fiscal year, sustained a net realized loss of $43,958,000 through October. Of the investment of $3,148,500,000, loans outstanding totaled $1,456,000,000. Inventories acquired in the program represented an investment of $1,692,500,000.

Winter wheat production in 1950 is forecast by the U.S. Crop Reporting Board at 804,658,000 bu. on the basis of reported conditions the first of last month. This is about 2% less than the 1949 production but is 22% above the 10-year average. The acreage of winter wheat seeding in the fall of 1949 was down about 15% from 1948, largely because of the acreage allotment program. (For further details see The Northwestern Miller, Dec. 27.)

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VIctor 4384
Kansas City, Mo.

—good milling wheat!

VIctor 4384
Kansas City, Mo.

—immediate or deferred shipment!

VIctor 4384
Kansas City, Mo.

—our stocks analyzed for baking strength!

VIctor 4384
Kansas City, Mo.

Ask for—

LOREN JOHNSON or W. W. (Bill) SUDDUTH

KANSAS GRAIN COMPANY

BOARD OF TRADE BUILDING KANSAS CITY 6, MISSOURI

For Over Fifty Years...

KING'S GOLD
KING'S BEST
GOLD MINE
EXCELSIOR

Minnesota Makes the Best Flour in the World.

...Made in Minnesota

H. H. King Flour Mills Company
MINNEAPOLIS, MINNESOTA

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F. A. STEFFANIAK, General Agent, 300 Merchants Bank Bldg., Cedar Rapids, Ia.
V. M. CONLEY, General Agent, 22 W. Monroe St., Chicago, Ill.

Chicago, South Shore & South Bend Railroad

C. L. BINDER, Freight Traffic Manager 22 W. Monroe St., Chicago, Illinois

Minnesota Allieds' "Bosses Night" Set for Jan. 19

MINNEAPOLIS — The "bosses night" of the Minnesota Allied Trades of the Baking Industry will be held Jan. 19 in the Gold Room of the Radisson Hotel here, with allied men in the Minnesota and surrounding territory inviting their superiors to attend the dinner and cocktail party as their guests.

Stafford King, Minnesota state auditor, will be the guest speaker. Also present will be the king and queen of the St. Paul Winter Carnival, representatives of the Minneapolis Aquatennial and entertainers from Twin City civic groups. The to award scrolls honoring prominent Winter Carnival representatives are executives of the allied trades for service to their industry and nation.

The committee responsible for planning bosses night was headed by H. H. Ferrell, International Milling Co., Minneapolis, and Dale Cronk, Rochester (Minn.) Dairy Co. A reception committee is headed by E. T. LeMire, International Milling Co., Minneapolis, president of the association, and W. E. Lingren, editor, The American Baker, Minneapolis, vice president.

Invitations are being sent to all immediate superiors of the members of the Minnesota allied trades group, and many bosses headquartering outside of this area are expected to attend. The cocktail hour begins at 6 p.m., Jan. 19, with the banquet scheduled for 7 p.m.

—BREAD IS THE STAFF OF LIFE—

WOLF CO. TO PRODUCE NEW STEAM GENERATOR

CHAMBERSBURG, PA.—A portable electric steam generator is being produced by the Wolf Company as the latest addition to its line of flour and feed mill machinery and equipment. The unit is automatic and equipped with safety devices and may be mounted on wheels. Floor space 48 in. by 12½ in. is required for the stationary unit.

Mixtures through valve adjustment are possible with the generator. It can deliver live steam, hot water, steam with a detergent solution, hot water and detergent solution.

Applications claimed for the generator include addition of steam to tempering conveyor in flour mills, cleaning and sterilizing machinery and equipment, cleaning boxcars before loading, removing grease from motors, cleaning floors, walls, rest rooms and other uses.

Dry steam at 320° F. and 100 lb. pressure is delivered. All boilers are inspected by A.S.M.E. and electrical equipment is listed by Underwriters Laboratories.

—BREAD IS THE STAFF OF LIFE—

V. P. CAMPBELL IN NEW GLOBE MILLS POSITION

LOS ANGELES—V. P. Campbell, inter-mountain division manager of Pillsbury Mills Globe Mills division, Ogden, Utah, has been assigned to public relations activities in the inter-mountain area. The announcement was made by B. J. Greer, president of Globe Mills division, Los Angeles, who said the change is a result of the company's expanded public relations program.

James C. McNeal, formerly assistant division manager and manager of the country grain elevators, has been appointed to succeed Mr. Campbell as manager of the inter-mountain division. Mr. McNeal joined Pillsbury in Minneapolis in 1946 as a grain buyer.

FLOUR SLICKS
—2 Sizes—

10-inch Stainless Steel with Handle 2¼" Wide, each $1.65; per doz. $18.00; per 50 $70.00.
5" Acetate Plastic by 2". Colored. Printed gold letters. Name and address in gold leaf letters. Price printed, 25 lot $8.00; 50 lot $16. Only advertising slicks made.

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WHITE WHEAT
Low Protein Cake and Cookie Flours
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Dependable, Prompt Service
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The Williams Bros. Co.
Merchant Millers KENT, OHIO, U.S.A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

CONTINENTAL GRAIN CO. MILLING WHEAT FROM EVERY PRODUCING SECTION OF THE UNITED STATES

TERMINAL ELEVATORS: Chicago, St. Louis, Kansas City, Omaha, Toledo, Columbus, Portland, Galveston, Enid, Buffalo

OFFICES: Nashville, Enid, New York, Chicago, Kansas City, St. Louis, Omaha, Peoria, Galveston, Portland, San Francisco, Vancouver, B. C., Minneapolis, Davenport, Columbus, Buffalo, Winnipeg

WILLIAM R. ELSAS NAMED PRESIDENT OF FULTON BAG

ATLANTA—William R. Elsas was elected president of the Fulton Bag & Cotton Mills at a meeting of the board of directors Jan. 10. He succeeds Norman E. Elsas, who was elected chairman of the board. Benjamin Elsas, formerly chairman of the board, was elected chairman of the executive committee.

Other corporate officers of the company, reelected, are Clarence E. Elsas, vice president; Jason M. Elsas, vice president; E. A. Cronheim, secretary and treasurer.

William R. Elsas, the newly elected president, has been connected with the company for the past 25 years and has worked through nearly every phase of the company's operations.

Membership of the board of directors remains unchanged. In addition to the above-named officers, it includes J. B. Cronheim of St. Louis, and John M. Slaton and G. L. Brogdon, Atlanta.

Company officials explained that the changes in the executive personnel gives younger men added responsibility while the older members of the organization maintain their active relationship in the direction of the comapny's affairs. It is anticipated that the transition of various duties and responsibilities will be gradual.

FLORIDA FOOD CHAIN OF 47 STORES SOLD

MIAMI—Sale of the 47 Margaret Ann grocery stores in Florida to the Winn-Lovett stores for some $5 million has been announced by A. D. Davis, president of Winn-Lovett.

Most of the Margaret Ann stores are in Miami and Tampa. Winn-Lovett officials said there will be no change in personnel, policy or operations of the Margaret Ann stores.

NEW OKLAHOMA ELEVATORS

NEWKIRK, OKLA.—Kay County will have more than one million bushels additional storage space for farmers in 1950 when three new grain elevators to be built are completed. New elevators will be constructed at Braman and Kildare, and an annex will be added to the elevator at Newkirk. The new elevator at Kildare will have a capacity of 250,000 bu., the annex at Newkirk 100,000 bu., and the Braman structure 200,000 bu. At Tonkawa, a 300,000-bu. elevator is already under construction, and a 225,000-bu. elevator at Nardin has been completed. Kay County now has 26 elevators with a combined capacity of 2¼ million bushels.

CHIC PATTERNS *for* SLICK CHICKS

MENTE DAINTY PRINTS INCREASE YOUR SALES!

Smart housewives like these fresh, well-styled patterns for all sorts of personal and household use. . . . They make durable, attractive bags for flour and feed. . . . With easy-to-remove labels put on with special adhesives, they build repeat business and assure satisfied customers. . . .

WRITE, WIRE OR PHONE FOR LATEST QUOTATIONS

MENTE & CO., Inc.

Isaac T. Rhea, Pres.

SAVANNAH NEW ORLEANS HOUSTON

Low Grades and Millfeed

I. S. JOSEPH CO., INC.

Minneapolis, Minn.

Fisher's

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,300,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

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Domestic and Export Millers

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The Rodney Milling Co.

25,000 Cwts. Capacity
Grain Storage 1,350,000 Bus.

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"Heart of America" FLOUR

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MULTI-WALL PAPER BAGS
BURLAP AND COTTON BAGS
AND SEWING TWINE

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SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

Also Choice Blue-Stem and Hard Spring Patents

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DIXIE-PORTLAND FLOUR MILLS
Richmond, Virginia

Capacity 14,000 Sacks Daily

SOUTHERN OFFICES: Memphis, Tennessee

One Ideal source of supply for all your flour needs

FAMILY • BAKERS • CRACKERS • CAKE

. . . . . Looking Backward

into the Files of The Northwestern Miller . . . .

Weighing Wheat in the Storage Bins of a Minneapolis Mill in 1875

75 Years Ago:

The financial depression that began in 1873 was having an adverse effect upon milling. Flour was described as "a drug on the market," and was "going begging" at $5@6 bbl.

The Grangers were building cooperative flour mills in various parts of the country.

The Northwestern Miller was transformed from a monthly to a weekly journal, and called itself the only one of that frequency in the world.

Unguarded cog wheels and shafting killed mill hands at Minneapolis, Goshen, Ind., and Lowell, Iowa.

50 Years Ago:

Henry Simon, the English mill builder whose name carries on in the company that today holds a commanding position in the European field, died in Manchester.

The Northwestern Miller was publishing a series of articles, illustrated by its staff artist, George E. Graves, exposing the current morals and manners of bucket shop gamblers.

Eli Pettijohn, originator of the Pettijohn California Breakfast Food, was in retirement, after a period of residence on the Pacific Coast, which accounts for the "California" in the name of his invention. He had been a pioneer Minnesota miller, having built and operated a mill on Minnehaha Creek in Minneapolis about 1852.

"Bakery Notes" began to appear regularly in The Northwestern Miller, evidencing two things—the growth of a craft into status as a modern industry and the appearance of bakers in notable numbers upon The Northwestern Miller subscription lists.

Texas millers were showing an interest in the export trade, supported by steamship service to Galveston. The Texas Export Flour Co. of Galveston was incorporated, with 22 mills in the membership.

Careless traders throwing grain and flour on the floors of the trading quarters at the Kansas City Board of Trade were threatened with suspension of membership for one year.

25 Years Ago:

C. F. G. Raikes, manager of The Northwestern Miller's London office, reported by means of a magnificently illustrated article Norway's change of name from Christiania to Oslo, and incidentally, of course, the condition of that country as a market for American flour, which was very poor since imports were still—as they are now—a matter of government monopoly.

Adding a new 3,000-bbl. mill to its properties, a Japanese company claimed total capacity of 10,000 bbl. daily.

Charles S. Hart, The Northwestern Miller's Washington correspondent, wrote that current events in the capital had "demonstrated that there is yet a preponderance of sentiment in this country against government ownership, and that many wise thinkers are averse to federal control of any industry." The Muscle Shoals project, Mr. Hart said, still had important opposition.

● ● ●

AN ALSOP POSTSCRIPT—There was some reminiscing on this page recently about the big scoop scored by The Northwestern Miller in announcing to the world, 45 years ago, the perfection of James Nathaniel Alsop's flour bleaching process (NWM Dec. 5, 1949). To this boasting perhaps should be added the fact that the news coverage extended by cable to England, where Mr. Alsop in great secrecy had already patented his process. From the English patent records The Northwestern Miller was able to extract details which served to clear up much of the technical mystery surrounding the matter in the first days of its career on this side of the Atlantic. Alsop had said of his device in applying for the English patent:

"This invention relates to a novel process of treating flour to purify the same and increase the nutritive qualities thereof and to this end resides broadly in subjecting flour to the action of a gaseous medium which will operate to bleach or purify the flour and cause a reduction of the quantity of the carbohydrate contents, and an increase in the quantity of the protein contents thereof.

"The gaseous medium which I employ is atmospheric air which has been subjected to the action of an arc, or flaming discharge of electricity. The resultant gas I have discovered, first by laboratory experiment action, and then by actual practice on a commercial scale, to possess the property of causing a material decrease in the percentage of the ash and starch of the flour subjected to its action and practically corresponding increase in the proteids, thus greatly increasing the nutritive, in contradistinction to the heat-giving qualities of the flour.

"I find in the practice of my process that flour subjected to the action of air which has been subjected to the flaming discharge of electricity, will be bleached or purified so as to render it white in color, and this bleaching or purification of flour is effected without destroying any of the nutritive qualities thereof, as shown by chemical analysis."

Unfortunately for Mr. Alsop, his claim of increasing protein content and thus affecting nutritive quality could not be substantiated, and in 1906 he amended his claim accordingly.

The Alsop process came rapidly into widespread adoption, and though other processes subsequently were more largely employed its use has continued to the present day. Use of the process was licensed in this country by Mr. Alsop and an associate, Freeman Little. In England Alsop Process, Ltd., was formed to act as general agent for all countries.

● **Jago Had the Idea**—Alsop could not claim complete originality for the idea of bleaching flour, for the great William Jago in England had done it with ozone. This treatment was not feasible, however, because it imparted to the flour an ineradicable taint. Two years before Alsop obtained his English patent, two Englishmen, John and Sydney Anderson, patented a treatment with nitrogen peroxide produced by action of nitric acid on ferrous sulphate. This, too, had proved impractical. So Alsop had the field to himself.

His biographers give us no hint as to how Alsop fared financially in the promotion of his invention. They describe him as "a modest and unassuming man, one who always shunned notoriety." He died in 1936 at the age of 70.

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THE GOVERNMENT WAY

"Father, must I go out to work?"
"No! No! My darling son!
We're living now on Easy Street
With funds from Washington."

"We're cared for now by Uncle Sam
So don't get exercised
We do not need to care a damn
Because we're subsidized."

"But if he's going to treat us well,
And give us milk and honey,
Please tell me, truly, where the hell
He's going to get the money?"

"Don't worry, child, there is no hitch
About this glorious plan,
He'll get the money from the rich
To help the Common Man."

"But, Father, won't there come a time,
If we take all their cash
And they are left without a dime
When things will go to smash?"

"You need a lot of seasoning,
You nosey little brat,
You do too damn much reasoning,
To be a 'Fair Deal Democrat.'"

Boston Post.

"Some way or other," said Old Dad Fetchit, of the Fish River Roller Mills, "I can't never hold much with these here millers that gits all riled up an' excited when they ain't sellin' a lot of flour every day. They kinder remind me of a old fool dawg I owned onct that was so morose an' low in his mind that every time he'd treed a coon he'd jes' nater'ly moan an' cry allowin', I figgered it, that now the coon family was done ended he wouldn't ever have nothin' to do all his life. My idea is that folks go right on eatin' bread, an' what flour they don't buy today they got to buy tomorrow, an' a heap of times in my observation they got to pay a lot more for it, too."

EDITORIAL

THE DISEASE AT ITS CRISIS

THE British general election has been set for Feb. 23 and on that day the United Kingdom will decide whether it wishes to persist in the policy of Socialism or return to the method of private enterprise which made the country prosperous in prewar days.

One of the two major political organizations involved, the left wing Socialist Party or the right wing Conservative Party, will provide the next government, potential representation from the other two main parties, the Liberals and the Communists being too small to provide a majority for the formation of an administration.

The business world will welcome the decision to hold the election now instead of permitting the present government to remain alive until July. The present uncertainty has acted as a brake on business activity and has had repercussions in international trade.

The election will provide the answer to those problems confronting the country in connection with further nationalization proposals. At the moment plans for state control of the flour trade have been dropped in the face of considerable opposition from the cooperative societies which have a large stake in the milling industry. In the event of a Socialistic victory, however, the proposals previously made may be programmed again while hopes of decontrol for the grain, flour and feed trades will be dimmed. The Socialists have, however, in recent weeks given signs of encouraging private importers at the expense of the bulk buying system though government controls are still rigorously maintained. Only by a Conservative victory, however, can there be any hope of a major change in policy. Financial considerations, notably the prevailing shortage of dollars, will have a retarding influence on a return to normal conditions under any administration.

The electoral system in Britain differs from that of the U.S. inasmuch as elections take place for 625 seats scattered throughout the main cities, towns and rural areas of the country, the party gaining the majority of places providing the government for the next five years. Party leaders Clement Attlee for the Socialists and Winston Churchill for the Conservatives fight for their seats just as any other candidates do and one or the other will be called by the King to form a government when the final result is indicated on the day after the election. In the event of a near tie, the smaller Liberal party may hold the balance of power and the party forming the government will be the one receiving Liberal support. Any withdrawal of that support at a later stage would lead to the collapse of the party in power and would result in another election before the five-year term was up. In these circumstances, however, the possibility of a coalition government, containing members of all parties and similar to that in power during the war, is not discounted by political observers.

With New Zealand and Australia well started on the road to recovery from their acute cases of virus Socialism, and with Britain bracing itself to pass the crisis of its even more lethal form of the disease, may we not take courage here in America and indulge the hope that we, too, will swallow a purgative before it is too late and cleanse our body politic and economic of our own peculiar form of the police state malady?

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THOUGHT CONTROL COMES NEXT

FOR a good many years official Washington (administrative and bureaucratic) has been showing increasing irritation over views, political or otherwise, contrary to its own. Fifty thousand publicity-paid publicity men and promoters of opinion are now said to be at work persuading us to conform with the official view. Up to now the result has been a continuance of the voting majority which is interpreted as indorsement of federal government philosophies. But there is still a minority opinion big enough to worry the official mind. It is a fair question to ask: How long will it be before the Jehovahs of the Police State, accustomed to exercising controls over material things, determine to assume dictatorship over the public mind?

For many years Congress has been entertaining and rejecting proposals for putting the federal government's hand upon the public school system. Under the influence of the Police State's extravagance with public money it is logical that these proposals currently should center upon the idea of federal largesse distributed among the states. Opponents see in this procedure inevitable government control. Proponents (except those, of course, who really want that to happen) say the states can and must be left free to administer their own schools with no interference whatever from Washington. They are naive. The federal government must and always does supervise what it stoops to subsidize.

We think the readers of this journal should make an acquaintance, if they have not already done so, with some of the literature on this subject. There is, for example, a pamphlet by Forest A. Harness, bearing the suggestive title "Federal Thought Control." Most scholarly, perhaps, is the book, "Colleges for Freedom," written by Dr. Donald J. Cowling, former president of Carleton College, and President Carter Davidson of Union College. It is published by Harper's. These paragraphs give you its savor and basic argument:

"In 1913 the citizens of the U.S., probably without realizing the implications of what they were doing, gave the federal government, through the Sixteenth Amendment to the Constitution, practically unlimited power to tax the incomes of all citizens. The possibilities thus created of a vast federal income began to stimulate fantastic dreams of what might be accomplished for the material welfare of the people through the agency of the federal government. For 20 years only cautious steps were taken in the direction of these dreams. With the beginning of the Franklin D. Roosevelt administration, however, a new era was launched in the history of the American people. Whole sections of our population have been encouraged to expect from government a type of material benefit which can never be had from our form of government either now or in the years to come. If such programs are forced through by political propaganda, they will bring with them profound changes in the structure of our government and ultimately our whole social and political philosophy will be changed. Our American way of life will then be ended and freedom will be scorned. . . .

"It is possible that a majority of voters could be secured in support of totally confiscatory taxation—more likely to happen if the central government controlled the agencies of education—but if that should ever occur the majority would have voted the end of the American republic. Until recently it did not seem possible that such a condition could develop, but in recent years the federal government has so expanded itself, has assumed so many functions constitutionally reserved to the people, and has responded so readily to the propaganda pressures of special-interest groups seeking federal benefits that Lincoln's 'of the people, by the people, for the people' seems to be giving way to the idea of government in its own right. . . .

"It would be nothing short of a national calamity to have a few men in Washington given the authority to control the thinking of the people of this country. There is no man competent to think for the U.S.—no three or four men competent to do so, no fifty or a hundred—no thousand or ten thousand men who should be given the right to compel their fellow citizens to follow their modes of thought or to support their conclusions. The whole idea of having a few people doing the thinking and having the rest become followers and loyal subjects is repugnant to the spirit of America and contrary to its fundamental ideas. All such proposals represent theories of social control diametrically opposed to those upon which our own country was founded and upon the basis of which we have made such wonderful progress in the comparatively few years of our national life."

To point up the matter rather pertly, these authors might well have reminded us that control of public thought—along with all other governmental controls limiting individual freedom—once was the Hitler way and now is the way of Joe Stalin.

• • •

COMMUNISTIC FREEDOM

THAT great sophist, the venerable Bernard Shaw, is an apostle of human freedom—or so he says. When we use the word "sophist" we adopt the secondary meaning given in our dictionary: "A captious or fallacious reasoner; a quibbler." For Mr. Shaw, even as he proffers freedom to us, takes it away with devious definition and dubious rationalizing.

Says our Great Thinker (in a recently-published article): "Leisure is the only reality of freedom." He concedes that private enterprise is needed to produce leisure. For even Communism, admits Shaw, "cannot develop without a top dressing of private enterprise." All would be well, then, and we could rest rather happily in a free society upon the leisure that is freedom's reality—if only the Lofty One had not gone on to this: "Distribution of leisure is as important as distribution of income." Ergo, leisure must be strictly controlled for the general welfare (labor, too, without which leisure can be neither an idea nor a reality).

So the freedom Shaw gives us is not freedom at all, since its only reality is leisure and since leisure must be distributed—as, indeed, it has to be if the income that makes it possible is to be parcelled out in accordance with Socialistic formula—by the hand of government (a hand gloved, as Mr. Shaw would have it, with the arbitrary might of proletarian dictatorship).

And now, having dared to mock at Jove, let us slink away before lightning strikes. We have never understood Mr. Shaw completely, and it seems just possible that he may never be able to understand us at all.

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***WRONG BENEFICIARY**—Mr. Norman D. Crane, general vice president of the American Federation of Grain Millers (AFL), told a recent gathering of delegates that the union this year would stress pension funds and welfare programs in bargaining for new contracts. He said the union official view is that the Truman Police State formula of $100 a month isn't at all adequate. An earlier speaker on the conference program was Sam P. Ming, general president of the mill workers' union. He described the flour milling industry in the U.S. as "a very sick business, with little chance of recovering in the near future." It seems to us that there is some confusion here. Mr. Crane should have spoken first, before Mr. Ming had killed off the goose with the golden egg. At any rate, we feel sure he should have changed the direction of his generosity to meet the greatest obvious need—pensions for mill owners.*

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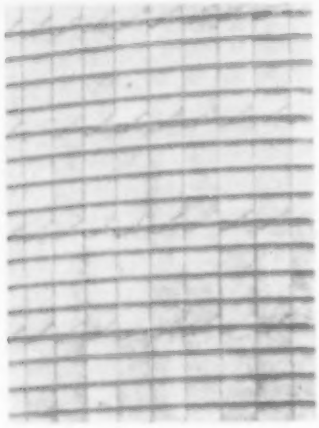

Experience has proved that Neff & Fry Concrete Stave Bins last from generation to generation with virtually no maintenance expense. They do not rust, rot, or burn. They withstand tornadoes which demolish buildings and uproot trees in the vicinity. They are not harmed by contraction and expansion.

The photograph at the right shows a small area of a Neff & Fry storage bin wall. Notice the pattern of the Super-Concrete Staves with their diagonally pointed ends. You can see that each stave interlocks with six adjoining ones; also that the steel hoops around the horizontal joints impinge directly upon the points of the staves.

Molded under hydraulic pressure, the staves are dense in texture. They have such high compression strength that superstructures are frequently built on top of N. & F. Bins without extra supports.

Almost all conceivable kinds of bulk flowable materials are handled in N. & F. Bins. The principal ones are grains, seeds, coal, coke, sand, cement, aggregates, ashes, minerals, ores.

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JAN. 31 DEADLINE FOR 1949 CROP CCC LOANS

WASHINGTON — Farmers have until Jan. 31, 1950, to obtain Commodity Credit Crop loans and purchase agreements on all 1949-crop wheat and other grains.

Loans on 1949-crop wheat, oats, rye, barley, rice, flaxseed, dry beans and dry peas mature April 30, 1950, or earlier on demand. Intention to deliver any of these crops to CCC under purchase agreements must be filled within a 30-day period ending April 30, 1950. Loans on soybeans mature May 31, 1950. Loans on 1949-crop grain sorghums mature March 31, 1950.

The deadline for wheat loan applications originally was Dec. 31 but was extended for one month to enable farmers to apply proceeds of their 1949 crop price support and sales on 1950 income taxes.

SUNSHINE PAYS $1

NEW YORK — Sunshine Biscuits, Inc., has declared a dividend of $1 payable Feb. 1 to stockholders of record Jan. 17. In 1949 the company paid 75¢ each in February and May, $1 in August and $1.25 in November.

AACC MEMBERS TO CHOOSE CANDIDATES FOR OFFICES

ST. PAUL—Members of the American Association of Cereal Chemists have been supplied with ballots for conducting a primary election of candidates for offices in the organization.

Members also may nominate any active member in good standing for the three offices to be voted upon. The offices include president-elect, and treasurer.

The list of candidates was prepared by the AACC nominating committee in conjunction with chairman of the various local sections. The ballots for the primary election are returnable to the organization's office on or before Feb. 1.

The two individuals receiving the higher number of votes for the two offices to be filled will be voted upon in a second mail ballot election to be held in advance of the association's annual convention. The results will be announced at the convention, scheduled to be held May 15-19 at the Hotel Sheraton, Chicago.

The following men have been nominated for the office of president-elect: R. A. Barackman, Victor Chemical Works, Chicago; R. T. Bohn, General Baking Co., New York; Dr. R. K. Larmour, director of research and technical development, Maple Leaf Milling Co., Ltd., Toronto; Dr. Hugh K. Parker, director of flour research, Wallace & Tiernan Co., Inc., Newark, N.J.; Dr. Roland W. Selman, vice president, C. J. Patterson Co., Kansas City.

Candidates that have been nominated for treasurer include: Paul Hodler, Kroger Baking Co., Cincinnati; D. B. Pratt, secretary and director of products control, B. A. Eckhart Milling Co., Chicago, and H. F. Vaupel, director of products control, Universal Mills, Ft. Worth, Texas.

The term of office of the secretary does not expire this year. Frank R. Schwain, Procter & Gamble, Ivorydale, Ohio, is the incumbent in that office.

Other officers now serving include: Dr. F. C. Hildebrand, General Mills, Inc., Minneapolis, president; Dr. J. A. Shellenberger, Kansas State College, Manhattan, president-elect; George T. Carlin, Swift & Co., Chicago, treasurer, and W. F. Geddes, University of Minnesota, Minneapolis, editor-in-chief of Cereal Chemistry.

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CORN SPECIALTIES

USDA Report May Show Larger Corn Disappearance

WASHINGTON—The official U.S. Department of Agriculture report on grain in all positions due later this month is likely to disclose a much larger corn disappearance than the Jan. 1 crop report indicated.

That document reported a record disappearance of 1,416 million bushels from farms between Oct. 1 and Dec. 30. However, officials at USDA reported that this figure did not contain figures from 17 important Illinois counties which would swell the earlier estimate.

USDA officials also forecast heavy consumption of corn on farms in that period although the Jan. 1 crop report failed to reveal the nature of the reported disappearance as between farm use and a movement to loan in off-farm positions. These officials predict a "whale of an increase in corn loan figures when the stock position report is released."

The disclosure of the record rate of disappearance in the October-December period appears to confirm earlier opinions at USDA that the total crop was smaller than the official crop report estimate. It is said that the heavy rate of disappearance also contains much corn that was lost through wind damage or borer infestation.

FLOUR INSTITUTE PLANS CONVENTION APRIL 7-8

NASHVILLE, TENN.—The Self-Rising Flour Institute will hold its 16th annual meeting at the Buena Vista Hotel, Biloxi, Miss., April 7-8, according to a recent announcement by Allen R. Cornelius, secretary of the group.

Plans for the convention program will be released later, when further information will be available from Mr. Cornelius.

PLANT DISEASE STUDY

WINNIPEG—An Australian agriculturist, Dr. John McMillan, was here recently conferring with officials of the Dominion Laboratory of Plant Pathology. He is dean of agriculture at the University of Sidney in New South Wales. Officials in Australia are anxious to learn up-to-date methods in the study of plant disease, particularly rust, in order that they may enlarge their plant pathology program. They have developed a stem rust resistant variety of wheat, but that variety recently was severely attacked by a new race of stem rust, hence the need for an enlarged program. The rust problems and breeding program of Australia are similar to those in Canada, and close touch is maintained between the two countries.

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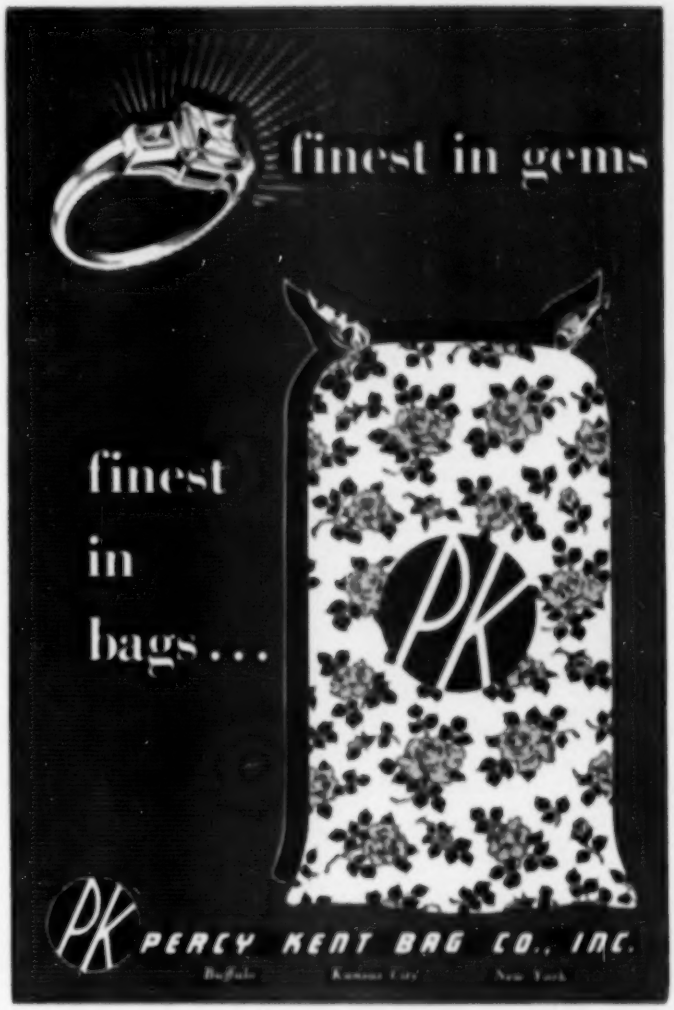

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CANADIAN TRADE COMMENT

By A. H. Bailey

TORONTO—Canada and the U.S. are having an argument over wheat. However, officials say it is not serious and may be ironed out at the meeting of the International Wheat Council in London, which began Jan. 12. Sparking the wheat trouble was the application of Japan and western Germany to become importing members of the 38-nation multilateral wheat pact. The applications will be considered at the forthcoming meeting.

A Canadian Wheat Board official will represent Canada and is expected to make clear that if the two new applications are approved Canada should be allowed to increase her export quota under the pact from 203 million to 230 million bushels. The U.S. is believed to feel it is entitled to supply both of these quotas. A Canadian agricultural expert recalls that when the 1948 unratified wheat pact was drawn up Canada was allotted an export quota of 230 million bushels out of a total of 500 million bushels to be supplied by all exporters. The current agreement gives Canada the biggest share of the exports with a total export supply by all five exporters of about 456 million. If the two new applications are approved this total figure would be increased to 556 million bushels.

The fact that Canada declares she would like to obtain a larger quota under the agreement does not necessarily mean that she is overstocked with wheat. However, officials say Canada must look to the future and while she has no trouble selling wheat during the current crop year, she may run into some difficulty in the next. The U.K., her biggest customer, already has indicated she will snip purchases of Canadian wheat next year to save dollars. India, another commonwealth customer, which purchased about 10 million bushels in 1949, has placed no orders for Canadian wheat for 1950.

TRADE TALKS WITH INDIA

Canadian delegates to the commonwealth foreign ministers' conference in Ceylon are to hold trade talks with India and Ceylon before they return home. The Indian trade talks will discuss stimulation of trade between the two countries and the possibility of an overall trade agreement.

The Canadian delegation to the Indo-Canadian talks to start Jan. 22 will be headed by L. B. Pearson, minister for external affairs. K. C. Neogy, Indian minister of commerce, and officials of the commerce and external affairs ministries will represent India at the talks.

Ceylon is anxious to discuss flour purchases with both Canada and Australia. The possibility of Ceylon buying Canadian flour was first discussed after Australia raised the price of wheat following devaluation. The main difficulty for Ceylon in changing her policy is the dollar shortage. However, T. N. Beaupre, executive assistant to Canada's deputy minister of trade, in a press review said that dollars should not present a problem to Ceylon because she has a favorable balance of trade with Canada, and if reduction in the export duty as well as other factors in her coconut trade could combine to match Ceylon's price with that of the Philippines she could double her previous exports to Canada. The Canadian government is prepared to lend all possible assistance to the sterling area to develop its export trade in the Canadian market.

FARMERS DO GOOD BUSINESS

A preliminary estimate published by the Bureau of Statistics reveals that Canada's farmers did a near-record business in 1949, earning $2,400 million, $40 million below 1948's all-time high. The estimate showed that 1949 income was about $500 million more than the 1947 total, when Canadian wheat board participation payments were comparatively low.

It also showed that prairie farmers got about $3 million less in federal farm assistance in 1949 than the $20 million distributed to the drouth areas in 1948. Alberta and Saskatchewan were the only two provinces in which farmers made more money in 1949 than in the previous year. All other provinces, with the exception of Newfoundland for which figures were not available, showed slight decreases in farm income. Ontario, victim of drouth, took the biggest loss, down $27 million from 1948's $668 million but still up $100 million from 1947.

DULL OUTLOOK FOR EXPORTS

In an address to the Canadian Exporters Assn. in Toronto Graham Towers, governor of the Bank of Canada, said that the outlook for Canadian exporters during the next year or two at least is a dull one. However, Mr. Towers held out a ray of hope. The struggle continues, he said, to bring the world back to multilateral trade. The postwar loans, the creation of the International Monetary Fund, the International Bank, the Marshall Plan and the United Nations' plan for technical assistance are worthy pages in the story of postwar reconstruction. The struggle will continue for a long time. Our best form of cooperation, Mr. Towers said, is to buy more goods from overseas countries which are having difficulty in financing purchases from us. Those who are interested in overseas export trade should support such efforts as the Dollar-Sterling Trade Board to help overseas countries bring or expand their businesses in Canada.

DANGERS IN SURPLUSES CITED

Agriculture and labor joined at the annual meeting of the Ontario Federation of Agriculture held in Toronto recently to warn of the dangers which could result from loss of farm markets and accumulating surpluses of agricultural produce.

While H. H. Hannam, president of the Canadian Federation of Agriculture and the International Federation of Agricultural Producers, told of the need for a world marketing organization, C. H. Millard, national director of the United Steel Workers of America, said that drops in farm produce prices would be reflected on all levels of national life.

Mr. Millard said labor, like the farmer, was interested in working toward elimination of the problems of production and distribution. When the farmer's markets and prices were good, he emphasized, the improved purchasing power of the agriculturist helped to raise the worker's standards. Mr. Hannam pointed to the International Wheat Agreement as an example of what could be done to control and steady the international market for food produce. Farmers, he said, dare not produce to capacity unless national and international safeguards are set against dropping prices and clogged markets.

HERBERT SMITH, BRITISH GRAIN MAN, DIES AT 64

LONDON—Herbert Smith, 64, former secretary of the National Association of Corn & Agricultural Merchants, died recently. He had a wide acquaintanceship in the grain, flour and feed trades in Britain.

Mr. Smith had been in failing health for some time. A solicitor by profession, he first became associated with the grain trade in 1917 when he joined the newly formed association which had come into being as a result of a government request that the inland feed trade should speak with one voice.

In addition to the secretaryship of other trade bodies, dealing with seeds and agricultural machinery, Mr. Smith was editor of the Agricultural Merchant, a trade paper sponsored by the national association. In this capacity he was able to indulge his ability as a journalist and he made the paper a forum for his pungent wit and for his flair for debunking those things which he considered pretentious and damaging to the trade as a whole. He prized loyalty beyond everything else and to those with whom he came in contact he inspired that virtue.

To the Wheat Commission, a body representing all sections of the grain, flour importing and flour milling industries, and upon which he served for many years, Mr. Smith brought acumen and sound judgment, and he is one of the few men who have been publicly praised by a cabinet minister in the House of Commons. This was accorded him for his work in helping to frame the Wheat Act.

Mr. Smith had a forceful personality and his restless energy was spent in the service of the trade. For his public services King George made him a Commander of the Order of the British Empire.

ROY W. MILNER NAMED TO CANADIAN GRAIN BOARD

WINNIPEG—A former president of the Winnipeg Grain Exchange, Roy W. Milner, Calgary, Alta., has been appointed a member of the Board of Grain Commissioners for Canada. He will shortly leave his present position as general manager and director of the Alberta Pacific Grain Co. to take over his new duties. Mr. Milner succeeds Dr. D. A. MacGibbon, who retired a few months ago.

The announcement of Mr. Milner's appointment came as a surprise, and it is reported that he was prevailed upon to accept the position as a matter of public service.

D. G. McKenzie is chairman of the Board of Grain Commissioners, while John Vallance is the other member.

Mr. Milner was president of the Winnipeg Grain Exchange in 1934-35. He started in the grain business in 1909, when he joined the staff of the Zenith Grain Co. He served overseas during World War I, and on his return to Winnipeg in 1919, joined the Alberta Pacific Grain Co., rising to general manager by 1927. In 1929 he left the company to start his own business.

He became vice president and general manager of Jackson Brothers in 1931. He was made vice president and general manager of the Alberta Pacific Grain Co. in 1943.

EUROPEAN ROUNDUP

By George E. Swarbreck

LONDON—Some of the world's wheat importing countries, unable to cover their requirements in the U.S. and Canada because of the prevailing shortage of dollars, are carrying out or are preparing to carry out negotiations with Russia in order to obtain some share of the reported wheat surplus in that country. The Russians, never slow to take advantage of a situation favorable to themselves, have hiked the price beyond prevailing world levels and some countries have already been compelled to meet their demands. The Russian government also realizes that to make other countries in Europe and Asia dependent upon them for grain is a sure foundation for insuring that those same countries will become dependent upon them for other commodities, when supplies become available.

At present, a plan to expand Russia's economy is in progress and it is possible that within the next decade importing countries might have to meet conditions of sale whereby they would have to buy manufactured goods from Russia in return for the privilege of buying wheat and coarse grains.

Activity in the building of new flour mills in Russia is not without significance. It is conceivable that one day the Russians might insist on a fixed proportion being taken in the form of flour.

Only the settlement of the dollar problem and the closing of the so-called dollar gap will allow the importing countries to return to their historical wheat and flour markets in the U.S. and Canada.

Western European, and indeed North American, salesmen are finding it increasingly difficult to do business in the Communist dominated territories of eastern Europe. Inspired by Moscow, the authorities in the countries concerned have adopted a policy of freezing out salesmen from the western democracies. The same pressure may be applied to China in the not far distant future while other countries, reported to be angling for Russian favors may find assistance conditional upon the granting of terms to Russian manufacturers and exporters. Pakistan is a case

in point. This country fears India and may turn to Russia for help not only commercially but militarily. The West must face the possible loss of potential markets in the east which, if developed in the right way, could be valuable.

History is repeating itself. The west, expelled from so many territories, is facing a situation similar to that which confronted the Mediterranean trading states after the Turkish Moslems had seized Constantinople in the 15th century thereby closing the trade routes to the east.

GRAIN SITUATION IN GERMANY

Although wheat is still in short supply in western Germany the authorities have emphasized that there is no shortage of bread grains generally, adequate supplies of rye making up the deficiency. Bread is still officially rationed but the authorities have admitted that it is possible to obtain plentiful supplies without the surrender of coupons. There is a general disregard of rationing regulations and observers consider that rationing will be abolished during the present year. Despite the opposition of British officials the food minister, Wilhelm Niklas, recently stated that rationing will definitely end this year. The American authorities, taking what is perhaps a more realistic view than their British counterparts, are in favor of immediate abolition.

In order to build up wheat stocks, Germany has bought several consignments in recent weeks, the latest being 100,000 tons from Argentina at $85 ton c.i.f. German ports. Shipment is scheduled for January-March. France has sold 26,000 tons and is reported to have offered a further 600,000 tons. The Germans have not yet decided whether to accept this, though it is conceivable that they will do so because the deal is bound up with the proposed development of the Franco-German trade agreement.

Up to Nov. 30, German farmers had delivered 2,063,000 metric tons of home grown wheat to the authorities. Supplies are now diminishing but there is evidence that the farmers are still holding up some supplies, possibly for use as animal feed or for sale in the black market where white bread is readily obtainable.

Russia continues to supply the wheat requirements of its own eastern zone, a consignment of 30,000 tons comprising the latest delivery.

BRITISH BREAD SUBSIDY

British bakers, in spite of a recent increase in the rate of subsidy payable in respect of each 280-lb. sack of flour converted into bread, are still dissatisfied. Retroactive to Sept. 25, they were given an increase of 6*s* from 42*s* to 48*s*, but even so they complain that the allowance still falls 2*s* below their officially recognized profit of 70*s* sack.

ITALIAN MILLERS COMPLAIN OF LOSSES

Flour millers in Italy are complaining that they are losing money. They attribute their losses to the excess productive capacity now available and to the high prices that they have to pay for wheat. This price is kept at a high level by government direction for, it is alleged, political reasons.

BRITISH WHEAT ACREAGE

Sir James Scott Watson, chief scientific advisor to the British Ministry of Agriculture, has stated that the wheat acreage target of 2.75 million acres set for 1952 is too high. He suggested that if the acreage was reduced to 2.5 million acres, farmers would still get the same result by stepping up the net yield to the acre. While the target aimed at is not as high as that achieved in the peak war year, that of 1943 when 3,661,000 acres were sown to wheat, it still means that unsuitable land has to be used. Grass would have to be reduced to meet the requirement. It was assumed, Sir James revealed, that Britain would carry 10% more livestock on 10% less grassland.

FRENCH CORN PURCHASE

France is to purchase the whole of the corn crop of Cambodia, French Indo-China, despite criticism of the high price asked by the selling authorities. Corn from this area is not always in first class condition but no details of the quality or quantity have been revealed by the French.

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Domestic Output of Fats and Oils to Exceed Previous High, BAE Says

WASHINGTON — The output of fats and oils from domestic materials in the year beginning October, 1949, probably will moderately exceed the new high of a year earlier, when production totaled about 11.6 billion pounds, including the oil equivalent of exported soybeans, flaxseed and peanuts for crushing, according to the Bureau of Agricultural Economics. Prospective increases in 1949-50 in output of lard, greases, butter and cottonseed oil more than offset expected declines in production of soybean and peanut oils.

Exports of fats and oils probably will be large again in 1949-50, although a decline from the record total of about 2.1 billion pounds a year earlier is likely. Consumption of fats and oils per person in Europe is still well below prewar, despite increasing domestic production and available supplies in world surplus areas. Prices of U.S. fats and oils—notably lard, edible vegetable oils, inedible tallow, greases and soybeans—are attractive for export. Foreign supplies of dollar exchange in 1949-50 may not be greatly affected by the recent devaluations of foreign currencies, and fats and oils are likely to remain among the preferred agricultural commodities for which foreign-held dollars will be spent. There may be some shift in preference, however, from fats to feedstuffs, including oilseed meals, to support expanding livestock production.

With domestic production remaining high and a slight decline indicated in domestic business activity, prices of fats and oils in 1949-50 probably will average lower than a year earlier. The price of lard will be under strong downward pressure because of a major increase in production and a very inelastic domestic demand. Prices of edible vegetable oils will be under less pressure. The increase in cottonseed oil output probably will not offset the decline in production of soybean and peanut oils (including oil equivalent of exported peanuts and soybeans). Fat and oil prices declined substantially during the first half of 1949. The index number of 26 major fats and oils (butter excluded) stood in early October, 1949, at about 150 (1935-39 =100) compared with 155 under wartime price ceilings, peaks of more than 300 in early 1947 and early 1948, and 235 in October, 1948.

Prices of most fats and oils probably will average lower in the year beginning October, 1949, than a year earlier. Domestic production is likely to increase moderately, and domestic demand for fats and oils probably will decrease slightly. Export demand for fats and oils also may decline with continued improvement in available world supplies. However, foreign demand will still be stronger than in most prewar years, and exports probably will be very substantial again in 1949-50. This will tend to moderate declines in prices of fats and oils in the U.S.

Milling Industry Termed "Very Sick" by President of Mill Workers' Union

BUFFALO—The flour milling industry in the U.S. was described by Sam P. Ming, general president of the American Federation of Grain Millers (AFL) as "a very sick business," with little chance of economic recovery in the immediate future.

Mr. Ming spoke at a meeting of the union's Northeastern Council which was attended by more than 50 delegates from three states and Canada, representing about 10,000 employees in the milling industry.

Earlier on the program, the delegates heard Norman D. Crane, general vice president of the union, voice the statement that the union will stress pension funds and welfare programs this year in its bargaining for new contracts.

"Unless economic conditions change to a marked degree, we plan to bargain for substantial pensions for our members," Mr. Crane declared. "We do not regard pensions of $100 a month as adequate. In fact, we have several agreements which provide for more than that now," he added.

In his analysis of the economic ills of the milling industry, Mr. Ming said that "the deal made by the government with Cuban interests, whereby a flour mill in Cuba will be able to manufacture the product more cheaply than we can, and the shipping of wheat to Japan where it is milled" were two reasons responsible for causing the milling industry in the U.S. to be a "very sick business."

Both moves, he said, mean a loss of business to U.S. millers and also a reduction in the employment potential of the industry.

ALLIED SECRETARY HONORED—Claude A. Bascombe, Standard Brands, Inc., New York, for many years secretary of the Allied Trades of the Baking Industry, was honored at a dinner at the Sherry-Netherlands Hotel Dec. 19 by the officers, members of the executive board, and past presidents of the organization. Mr. Bascombe was presented with a television set at the dinner by the Allied Trades of the Baking Industry in recognition of the work he has done for the organization since 1936. An amusing part of the dinner was that Mr. Bascombe had made all arrangements for it, thinking that it was called to consider business matters of the Allied Trades of the Baking Industry. At the start of the so-called business meeting, a question was brought up to which Mr. Bascombe was strenuously opposed. In his usually determined manner he started to explain the reasons for his opposition. At that moment the television set was brought in, and Mr. Bascombe was undoubtedly the most stunned allied tradesman in the country. Pictured above around the table at the dinner starting in left front foreground are: C. H. Bollinger, Kansas Flour Mills Co., Reading, Pa.; Frank A. Lyon, secretary, Bakers Club, Inc., New York; William D. Bleier, Fabricon Products, Inc., New York; William E. Derrick, Pillsbury Mills, Inc., New York; J. Miles Decker, James M. Decker Co., Baltimore; Frank J. Torrens, the Borden Co., New York; John F. Garrow, Chapman & Smith Co., Chicago; Claude A. Bascombe, Standard Brands, Inc., New York; J. U. Lemmon, Jr., Doughnut Corporation of America, New York; Franklin J. Bergenthal, Brolite Co., Chicago; J. A. Lee, Standard Brands, Inc., New York; Ellis Rauss, Continental Baking Co., New York; A. R. Fleischmann, Standard Brands, Inc., New York, and Paul Chapman.

BOARD OF TRADE ELECTS

CHICAGO—The board of directors of the Chicago Board of Trade has elected the following persons to membership in the board of trade: Martin E. Aschkenasy, Chicago; Robert P. O'Brien, Chicago; Donald H. Wilson, B. A. Eckhart Milling Co., Chicago; Roy E. Bard, Shearson Hammill & Co., Chicago, and Maurice W. McGrath, Chicago.

CLEANING SHIPS' HOLDS CUTS INSECT INFESTATION

TORONTO—The Dominion Department of Agriculture, Division of Entomology, for many years has carried research investigations into the problem of protecting grain from insect infestation during storage on farms, at railway elevators, elevators at the lakeheads, ocean ports and when in transit by rail and ship.

Inspection of ocean going vessels carrying grain and grain products from Canada to U.K. were begun early in World War II at the request of the British government. This phase of inspection has expanded and is now applied to all exports of grain or cereal products passing through Canadian ports consigned to any country.

When inspections of ships for insect pests began many cases were found of large accumulation of old grain and other plant material in various sections of ships' holds, good breeding places for insects. Complete cleaning followed by fumigation of the ships' hold was found to be the only efficient method of control in severe cases of infestation. Where the threat of insect damage was not too serious spraying was adopted.

Records now show a decided improvement in the condition of the holds of ships entering Canadian ports. During the quarterly period July 1-Sept. 30, 1949, the bureau of statistics records show that cargoes consisting of 51,879,938 bu. wheat and other grain, 182,417 tons of flour and 4,002 tons of cereal products, valued at over $130 million were inspected for insect infestation.

NEW CASSIDY STORAGE

FREDERICK, OKLA.—Work has gotten under way on the 300,000-bu. elevator here for the Cassidy Grain Co., according to William E. Cassidy, junior member of the firm. It will be located east of the present 150,000-bu. elevator. It will be completed by May 15. Cost of the improvements will be more than $100,000. Carl Cassidy, senior member of the firm, started in the elevator business here in 1932. The elevator will be reinforced concrete, with 130-ft. high bins and a header house 175 ft. high.

KINDERGARTEN KIDS GET WEDDING CAKE

Kindergarten pupils in Tracy, Minn., enjoyed an unexpected feast recently—a wedding cake. And a local bakery got some valuable publicity with its future customers. Through a mixup in dates, the bakery baked a three-tier wedding cake a week early. Rather than destroy it when the error was discovered, the baker turned it over to the kindergarten.

Flour Market

(Continued from page 33)

seeking an increase in the borrowing limit of the CCC to insure funds for price support operations. While the Brannan plan is not given much of a chance of passage by most political observers, it may again become a congressional issue. President Truman has urged adoption of the production payment principle of price support contained in that plan. Another item of market interest is congressional action on ECA appropriations. While some cuts in these aid activities may be expected, reduction in quotas for purchase of U.S. surplus farm products may not be very great.

* * *

Meanwhile, the price support program continues to impart underlying firmness to domestic wheat markets. Loan and purchase agreement participation increased only 15 million bushels in November, bringing the total to 295,243,000 bu. This amount, together with quantities added during December and January, is expected to comprise the entire carry-over next crop year. There are some indications that loan movement will be quite heavy during the days remaining before the Jan. 31 deadline.

* * *

Flour sales have been slow to moderate during the past month. Few long term bookings have been made, although at times the total of replacement sales has been large. Many buyers apparently are hoping for a major break in price levels this winter, similar to those occurring last year and in 1948. The importance attached to this possibility apparently is great enough to keep most flour consumers from buying other than near-by supplies.

Additional market news appears on pages 14, 15 and 38 in this issue of The Northwestern Miller.

EXTENSION OF NARGUS FILM PROGRAM SEEN

The National Association of Retail Grocers may continue its sound-slide film program for store improvement for at least three years, C. C. Precure, president, reports.

Retail food merchants have found that the films include valuable information on store modernization, Mr. Precure said, and for this reason the program may be extended. Retail groups taking part meet monthly to see the films and discuss store operations.

The film scheduled for release in February is entitled "Canned Foods and Package Merchandising." Previous films in the series have dealt with such topics as personnel and overall store operations.

BREAD IN THE STAFF OF LIFE

TONNAGE VOLUME SAME

Consolidated Grocers Corp. has been selling at about the same tonnage rate in the fiscal year starting July 1 as it did last year, reports Nathan Cummings, chairman. Dollar volume, however, is down somewhat because of slightly lower prices, he adds. For the entire fiscal year, the company expects to do a greater tonnage volume than last year, with lower dollar volume and slightly less profits.

EAGLE ROLLER MILL CO. NAMES REPRESENTATIVE

NEW ULM, MINN. — Earl W. Manabach has been appointed by the Eagle Roller Mill Co. here as its representative in Connecticut, according to a recent announcement by A. F. Anglemyer, vice president and general sales manager of the company.

Mr. Manabach formerly represented Federal Mill, Inc., Lockport, N.Y.

BREAD IN THE STAFF OF LIFE

SHELLMAR DIVIDENDS

MOUNT VERNON, OHIO — The board of directors of Shellmar Products Corp. has declared a regular quarterly dividend of 40¢ a share on the corporation's $6 par value common stock, payable April 1 to stockholders of record March 15. A regular quarterly dividend of 59¾¢ a share was also declared on the $50 par value, 4¾% preferred stock, payable March 30 to stockholders of record March 15.

BREAD IN THE STAFF OF LIFE

SUPPLY FIRM MOVES

PHILADELPHIA—H. Price, local bakery supply and flour firm, has moved to office and warehouse space at N.E. Cor. Front & Lombard Sts., Philadelphia 47, Pa.

HAVE YOU A FLOUR BRAND PROBLEM?

The Northwestern Miller maintains at the home office in Minneapolis a card file of flour brands used or registered in the United States and Canada. It is periodically revised through questionnaires to the milling industry. The editorial staff will assist readers in every possible way to make use of the information contained in this file. Address The Northwestern Miller, 118 S. 6th St., Minneapolis 1, Minn.

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SPRING WHEAT FLOURS

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BIXOTA
CREAM of WEST
PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.

Distributor's Viewpoint

(Continued from page 34)

ucts are not distributed efficiently, they will find other foods absorbing a greater part of the market. There is already intense competition for the consumer's food dollar, and every cost of operation must be watched. Distribution is among the most important of these factors.

SUPERMARKET COMPETITION—If flour jobbers and wholesale grocers believe that they have seen the height of supermarket competition, we are afraid they are in for a sorry awakening. During and right after the war, expansion of supermarkets was curtailed. During the last several years, however, this trend has changed, and the large outlets have grown to a great extent.

Leaders in the supermarket field now freely predict a major expansion during the next few years, and some have estimated that at least 6,000 new supermarkets will be established within the next decade. That means greatly increased competition for the consumer's dollar from this branch of retail food distribution.

Clearly this is a matter of concern to wholesale food distributors, for the great majority of the supermarkets buy direct from manufacturers. This means a curtailed outlet for independent wholesalers and less business for independent retail grocers. The only means of meeting this increased competition is through increased efficiency.

In this instance, wholesalers have two responsibilities. One is to operate their own businesses so efficiently that they may sell at prices which will permit their customers to meet the competition of the supermarkets. The second is to help these customers solve their own distributing problems. This calls for close study of all merchandising factors.

Flour Use Surveys

(Continued from page 32)

about half with own recipe and half with mix, 15.5%. Pie—Families reporting method, 3,060. With all-purpose or cake flour, 78.6%; with mix, 9.9%; about half with own recipe and half with mix, 11.5%.

Pancakes — Families reporting method, 2,692. With all-purpose or cake flour, 34.8%; with mix, 54.5%; half with own recipe and half with mix, 10.7%. Biscuits—Families reporting, 2,675. With all-purpose or cake flour, 64.7%; with mix, 23.5%; half with own recipe and half with mix, 11.8%.

Gingerbread — Families reporting method, 1,954. With all-purpose or cake flour, 35.8%; with a mix, 53.5%; about half with own recipe and half with mix, 10.7%. Muffins—Families reporting, 1,824. With all-purpose or cake flour, 72.5%; with a mix, 16.8%; about half with own recipe and half with mix, 10.7%.

Cookies—Families reporting, 2,596. With all-purpose or cake flour, 94.5%; with mix, 1.5%; with either own recipe or mix, 4%. Yeast raised rolls—Families reporting, 2,182. With all-purpose or cake flour, 74.5%; with mix, 15.3%; with own recipe or mix, 10.2%. Yeast raised bread—Families reporting, 1,469. With all-purpose flour or cake flour, 93.9%; with a mix, 1.8%; with either own recipe or mix, 4.3%.

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You can put your business trust in SNOBUDDY. This famous brand is certain to produce results for any flour jobber. SNOBUDDY'S fine quality is backed with a "grass roots" system of wheat selection, unique in the milling industry. And your efforts, too, are backed with merchandising help.

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All Grades
RYE FLOUR
1000 cwts. Flour—250 cwts. Meal
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"ROCK RIVER" RYE "OLD TIMES" BUCKWHEAT
"BLODGETT'S"
RYE
All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848
FRANK H. BLODGETT, Inc., Janesville, Wisconsin

Wage-Hour Regulations

(Continued from page 34)

"executive," "administrative" and "professional" types of "white collar" exemptions. Group I would comprise employees receiving at least $55 a week, but less than $100 a week. To these, the employer must apply all the other-than-salary tests of the pertinent definitions. In Group II would be employees receiving at least $100 a week, to whom the new shortened tests can be applied.

Text of Revised Regulations

The full text of the revised regulations, with each definition followed by a brief note pointing out the major changes from the former regulations, follows:

● **Executive**—(Section 541.1) — The term "employee employed in a bona fide executive . . . capacity" in Sec. 13 (a) (1) of the act shall mean any employee—

(a) whose primary duty consists of the management of the enterprise in which he is employed or of a customarily recognized department or subdivision thereof; and

(b) who customarily and regularly directs the work of two or more other employees therein; and

(c) who has the authority to hire or fire other employees or whose suggestions and recommendations as to the hiring or firing and as to the advancement and promotion or any other change of status of other employees will be given particular weight; and

(d) who customarily and regularly exercises discretionary powers; and

(e) who does not devote more than 20% of his hours worked in the work week to activities which are not directly and closely related to the performance of the work described in paragraphs (a) through (d) of this section: Provided, That this paragraph (e) shall not apply in the case of an employee who is in sole charge of an independent establishment or a physically separated branch establishment, or who owns at least a 20% interest in the enterprise in which he is employed; and

(f) who is compensated for his services on a salary basis at a rate of not less than $55 per week (or $30 per week if employed in Puerto Rico or the Virgin Islands) exclusive of board, lodging or other facilities:

Provided, that an employee who is compensated on a salary basis at a rate of not less than $100 per week (exclusive of board, lodging, or other facilities), and whose primary duty consists of the management of the enterprise in which he is employed or of a customarily recognized department or subdivision thereof, and includes the customary and regular direction of the work of two or more other employees therein, shall be deemed to meet all of the requirements of this section.

(Note: In addition to the increased salary level and new shortened test at the end, the major changes in the revised "executive" definition, above, are (e), which relates nonexempt work to the "executive's" own duties, rather than to nonexempt work generally, and limits his nonexempt work to 20% of "his hours," instead of the hours of the subordinate employees of the "executive," as were the requirements in the former definitions; and the new provision that the 20% nonexempt work test need not be applied to the "executive" type of employee who owns at least 20% interest in the enterprise in which he is employed.)

● **Administrative**—(Section 541.2) — The term "employee employed in a bona fide . . . administrative . . . capacity" in Sec. 13 (a) (1) of the act shall mean any employee:

(a) whose primary duty consists of the performance of office or nonmanual field work directly related to management policies or general business operations of his employer or his employer's customers; and

(b) who customarily and regularly exercises discretion and independent judgment; and

(c) (1) who regularly and directly assists a proprietor, or an employee employed in a bona fide executive or administrative capacity (as such terms are defined in these regulations), or

(2) who performs under only general supervision work along specialized or technical lines requiring special training, experience or knowledge, or

(3) who executes under only general supervision special assignments and tasks; and

(d) who does not devote more than 20% of his hours worked in the work week to activities which are not directly and closely related to the performance of the work described in paragraphs (a) through (c) of this section; and

(e) who is compensated for his services on a salary or fee basis at a rate of not less than $75 per week (or $200 per month if employed in Puerto Rico or the Virgin Islands) exclusive of board, lodging or other facilities:

Provided, that an employee who is compensated on a salary or fee basis at a rate of not less than $100 per

(Continued on page 39)

"DURAMBER"
SEMOLINA
FANCY No. 1
Milled from Carefully Selected
AMBER DURUM WHEAT
AMBER MILLING DIVISION
Farmers Union Grain Terminal Association

DAVIS-NOLAND-MERRILL GRAIN CO.
KANSAS CITY — MISSOURI

Evans Milling Co.
INDIANAPOLIS, IND., U. S. A.
Manufacturers Kiln Dried
WHITE CORN PRODUCTS
Capacity 10,000 Bushels

PIKES PEAK
BAKERY FLOURS
The Colorado Milling & Elevator Co.
General Offices Denver, Colorado

King Milling Company
High Grade Michigan Soft Wheat
Flour, Plain and Self-Rising
Successful Millers for Fifty Years
LOWELL, MICHIGAN

STRATTON-THEIS GRAIN CO.

Frank A. Theis, *Pres.*
Harry M. Stratton, *Vice Pres.*
William C. Enke, Jr., *Vice Pres.*
Francis J. Fitzpatrick, *Vice Pres.*
F. L. Rosenbury, *Secretary*

Operating Union Terminal Elevator

St. Joseph, Mo.

2,000,000 Bus. Storage Capacity

Specializing in MILLING WHEAT and All Grains with definite rate and other advantages supplied by St. Joseph Location.

Main Office
STRATTON-THEIS GRAIN CO.
Christopher Hamm, *Treas. & Mgr.*
Corby Building St. Joseph, Mo.

ROBIN'S BEST FLOUR
The ROBINSON MILLING COMPANY
SALINA, KANSAS

FOR BAKERS

Kismet
Cake Flour

Standard of Quality

NOBLESVILLE MILLING COMPANY
INDIANAPOLIS 9, INDIANA

QUALITY ABOVE ALL ELSE

SILK FLOSS
BREAD AND CAKE FLOURS

Tri Santa-Fe
Finest Short Patent

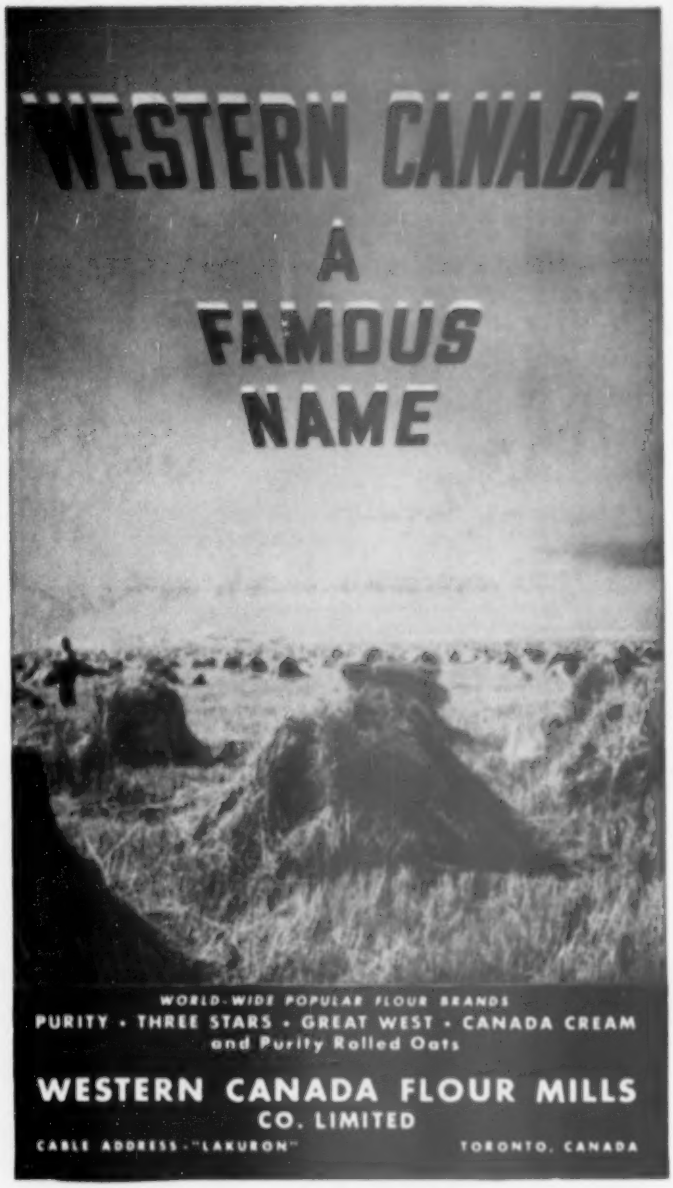
We do not believe that a jobber can build a good, permanent flour business unless the flour that he sells always gives satisfactory and uniform baking results. We do not believe that a jobber can build permanent flour business by giving away pots or pans or by other artificial devices. SILK FLOSS and SANTA FE TRAIL will give the customer the best of satisfaction.

CAPACITY 10,000 CWTS.
STORAGE 3,500,000 BU.

KANSAS MILLING CO.

WICHITA, KANSAS

SINCE 1894



Oldest Established Manufacturers of

JUTE and COTTON BAGS
IN CANADA

THE CANADIAN BAG COMPANY LIMITED

Head Office: MONTREAL, QUE.

Factories:

MONTREAL, QUE.
TORONTO, ONT.

GREAT STAR FLOUR MILLS, Ltd.

Successors to Wolverton Flour Mills Co., Ltd.

Canadian Spring and Winter Wheat Flour

"SILVERKING" "GREAT STAR" "WOLF" "KEYSTONE"

Cable Address: "WOLMILL" ST. MARY'S, ONTARIO, CANADA

If it's Ogilvie - it's good!

THE OGILVIE FLOUR MILLS CO., LIMITED

MILLERS OF FINE CANADIAN FLOUR

MILLS AT: MONTREAL - FORT WILLIAM - WINNIPEG
MEDICINE HAT - EDMONTON

CABLE ADDRESS: OGILVIE MONTREAL - ALL CODES USED
HEAD OFFICE: MONTREAL

OF-48NM

WOLF'S PREMIUM FLOUR

Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.

An Independent Mill

WOLF MILLING CO.
ELLINWOOD, KANSAS

"Gooch's Best"

SUPERIOR QUALITY

to Make All Baked Things Better

Gooch Milling & Elevator Co.
Lincoln, Nebraska

ACME RYE
A HIGH QUALITY WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

Mother Hubbard
FOR QUALITY, FLAVOR AND ECONOMY
Flour Hubbard Milling Co.

CHARLES H. KENSER
Member Omaha Grain Exchange
MILLING WHEAT
MILLFEED • FLOUR
440 Omaha Grain Exchange
OMAHA, NEBRASKA

"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

DIXIE LILY
A flour without an equal anywhere
Plain and Self-rising
THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.

We Specialize in . . .
FLOUR for BAKERS
SPRING WHEAT • KANSAS WHEAT • SOFT WHEAT
"The Beardstown Mills"
BEARDSTOWN, ILLINOIS

Western Canada Visible Grain Supply

Visible supply of grain in the western inspection division as reported by the Board of Grain Commissioners for Canada, Port William, Ont., Jan. 5, 1950 (000's omitted):

	Wheat	Durum	Oats	Bar'y
Ft. William and Port Arthur	28,291	1,328	6,416	8,108
Vancouver-New Westminster	4,758		81	34
Churchill	139			
Int., public and semi-public elevators	84		41	1,478
Totals	33,241	1,328	6,538	10,620
Year ago	35,633	1,615	5,587	6,259
Receipts during week ending Jan. 5:				
Ft. Wm.-Pt. Ar.	2,804	87	737	378
Pacific seaboard	474		44	3
Int., public and semi-public elevators	12		11	43
Totals	3,343	87	792	424
Shipments during week ending Jan. 5:				
Ft. Wm.-Pt. Ar.—				
Rail	71	3	423	134
Milled or processed	4		34	27
Pacific seaboard—				
Ocean	818		432	
Rail	35		18	2
Other terminals*	11		8	18
Totals	721	3	731	181
Total receipts for the crop year Aug. 1, 1949, to Jan. 5, 1950:				
Ft. Wm.-Pt. Ar.	111,141	7,734	41,919	39,873
Pacific seaboard	11,883		581	137
Churchill	5,418		5	
Other terminals*	319	2	189	1,754
Total shipments for the crop year Aug. 1, 1949, to Jan. 5, 1950:				
Ft. Wm.-Pt. Ar.	87,246	6,428	38,412	35,145
Pacific seaboard	17,731	1	1,018	147
Churchill	5,516		3	
Other terminals*	247	2	150	149

*All other terminals and semi-public terminals, western division.

United States Grain Stocks

Commercial stocks of grain in store and afloat at the principal markets of the U.S. at the close of the week ending Jan. 7, 1950, and Jan. 8, 1949, as reported by the Grain Branch of the Production and Marketing Administration of the U.S. Department of Agriculture in bushels (000's omitted):

	American		Canadian in bond	
	Jan. 7, 1950	Jan. 8, 1949	Jan. 7, 1950	Jan. 8, 1949
Wheat	217,807	181,168	1,124	1,399
Corn	66,847	40,420		
Oats	17,441	8,716	2,271	4,648
Rye	9,105	4,124	748	1,429
Barley	11,183	16,914	2,887	3,219
Flaxseed	18,196	26,957		
Soybeans	15,479	11,472		

Stocks of U.S. bonded grain in store and afloat in Canadian markets Jan. 7 (figures for corresponding date of a year ago given in parentheses): wheat, 1,916,000 (2,000); oats, 1,000 (2,000); barley, 1,000 (1,000); rye, 1,000 (2,000); barley, 2,145,000 (1,000); soybeans, 194,000 (2,000).

*Includes U.S. grain in store in Canadian Pacific Coast markets.

MILLFEED FUTURES

The following is a comparison of milling prices at Kansas City for Jan. 7 and 14:

DELIV—	Jan. 7			Jan. 14		
January	$39.50@	39.75	$		@	*38.50
February	@	*41.00		39.50@		40.50
March	41.50@	42.00			@	*41.75
April	41.00@	41.50		41.25@		41.60
May	39.50@	39.87		38.00@		38.60
June	38.50@	39.00		38.50@		37.75
SHORTS—						
January	$42.25@	42.50	$		@	*41.25
February	42.75@	43.25		41.00@		41.25
March	43.75@	44.25		41.50@		41.00
April		@ *43.50		42.00@		40.00
May		@ *44.50		40.00@		39.50
June	44.50@	46.75		40.50@		40.00
Sales (tons)		720				1,200

*Sale.

Millfeed Receipts and Shipments

Receipts and shipments of millfeed at the principal distributing centers for the week ending Jan. 14, in tons, with comparisons:

	Receipts		Shipments	
	1949	1948	1949	1948
Minneapolis			11,470	10,220
Kansas City	2,180	2,580	8,150	8,850
Milwaukee		80	2,480	4,040

Rye Flour Output

Following is the rye flour output reported to The Northwestern Miller by principal mills at Chicago, Minneapolis and outlying points in the Northwest, in sacks, with comparative figures for the previous weeks:

	Dec. 24	Dec. 31	Jan. 7	Jan. 14
Five mills	15,849	*11,835	18,918	*26,190

*Four mills.

Flaxseed Receipts, Shipments and Stocks

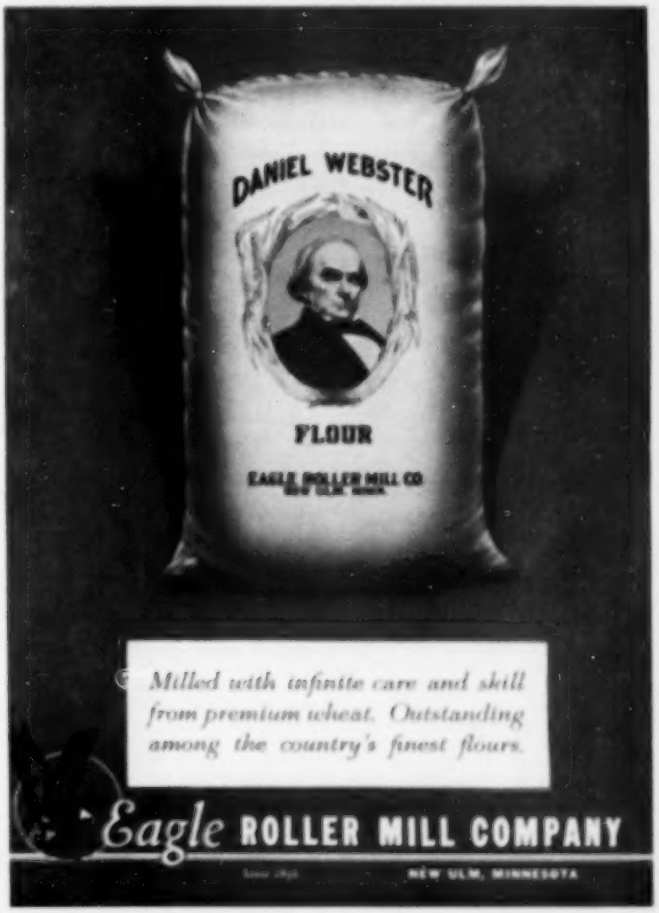
Receipts, shipments and stocks of flaxseed at Minneapolis and Duluth, for the week ending Jan. 14, in thousand bushels:

	Receipts		Shipments		Stocks	
	1950	1949	1950	1949	1950	1949
Minneapolis	478	242	58	77	10,862	11,857
Duluth	11	14	48	8	820	3,771

DOWN THRU THE YEARS...
for 3 *generations...*

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

"Golden Loaf" FLOUR
TENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA



Milled with infinite care and skill from premium wheat. Outstanding among the country's finest flours.

Eagle ROLLER MILL COMPANY
NEW ULM, MINNESOTA

MOSTLY PERSONAL

A. J. Oberg, eastern sales manager, King Midas Flour Mills Co., Minneapolis, made his headquarters with the mill's New York offices last week.

●

Ray F. Sala, Wichita, Kansas, has been appointed representative of Pillsbury Mills, Inc., for the Wichita trade area on family flour.

●

David Wilson, manager, durum department, New York, King Midas Flour Mills, Minneapolis, left by plane Jan. 17 to attend the National Manufacturers Assn. convention in Miami Beach.

●

F. H. Corrigan, feed and soy division, Pillsbury Mills, Inc., spent about two weeks in New York recently. Mr. Corrigan's headquarters are in Florida.

●

Walter B. Barry, vice president in charge of merchandising for General Mills, Inc., Minneapolis, and **George Barnes**, advertising manager, flour, feed and special commodities, were among the General Mills executives in Kansas City last week for a regional sales meeting of the Larrowe feed division.

●

Samuel L. Rice, Rice Grain Co. and Dolite Co., Toledo and Metamora, Ohio, returned from California, where he has a home, in time to attend an election of officers of the Flower Hospital, Toledo. Mr. Rice is retiring as president of the hospital board of trustees.

●

Charles H. Mattocks, sales supervisor, overseas division, Pillsbury Mills, Inc., New York offices, is on a business trip to Puerto Rico. **Mrs. Mattocks** accompanies him.

●

J. A. MacNair, H. J. Greenbank & Co., New York flour distributor, left Jan. 11 with **Mrs. MacNair** for an extended vacation in Miami Beach.

●

David S. Jackman, vice president, treasurer and general manager, Kansas Milling Co., Wichita, who, with **Mrs. Jackman**, flew east in the company's private plane, was a recent visitor at the offices of the S. R. Striaik Co. in New York.

●

Harry A. Bullis, chairman of the board, General Mills, Inc., Minneapolis, and **Mrs. Bullis** left this week for Miami. Mrs. Bullis looked forward to her first reunion in 14 years with her sister, **Madame Julia Skarbek de Szumkowska** of Venezuela, who planned to fly to Miami from her home. Mr. Bullis planned to attend a Chamber of Commerce convention. Mr. and Mrs. Bullis expect to spend some time in Delray Beach, Fla., before returning home about Feb. 17.

●

George S. Pillsbury, overseas vice president, New York, Pillsbury Mills, Inc., accompanied by **Mrs. Pillsbury**, spent the holidays in Jamaica, B.W.I., where they were joined by her family from Minneapolis. On the way home they spent a few days in Haiti and Puerto Rico, flying all the way.

●

E. B. Sewell, manager of the Willis Norton Co., Wichita, is on a business trip to Chicago and Milwaukee.

●

Atherton F. Bean, executive vice president, International Milling Co., Minneapolis, spent nearly a week at the New York offices of the mill while in the East.

●

Saul Wooster, manager of the New York offices of the Eagle Roller Mill Co., New Ulm, Minn., returned Jan. 11 from a trip to New Ulm. Mr. Wooster was elected a member of the New York Produce Exchange at the January meeting of the board.

●

Joseph Monkowitz, New York flour jobber, flew to Brazil last week and spent a couple of days in Rio de Janeiro on personal business. He said on his return that flour men there have no hope of any resumption of business with U.S. mills for some time.

●

Charles M. Jackman, II, son of **David S. Jackman**, vice president, treasurer and general manager, Kansas Milling Co., Wichita; **Mrs. Jackman** and their small daughter, **Claire Elizabeth**, have gone to Sao Paulo, Brazil, where they plan to reside permanently.

●

Announcement has been made of the marriage of **J. William Rieg**, son of **E. G. Rieg**, traffic manager, Consolidated Flour Mills Co., Wichita, and **Mrs. Rieg**, to **Miss Mary Frances Scott** of Borger, Texas, at Borger, Dec. 31.

●

Elmer E. Huffman, sales manager, Kansas Milling Co., Wichita, is on an extended business trip to various points in southern states.

●

G. S. Kennedy, vice president, General Mills, Inc.; **Edward E. Ruphal**, director of manufacture, and **O. J. Zimmerman**, assistant director of manufacture of Minneapolis, met with Wichita, Kansas, officials of General Mills at Hotel Broadview, Jan. 12. **G. A. Hunt**, Wichita plant superintendent, was in charge of the meeting.

●

W. P. Bonar, president, Bewley Mills, Inc., Fort Worth, was a visitor in Kansas City Jan. 10 while returning from Chicago, where he attended a Millers National Federation meeting.

●

Paul T. Jackson, Oklahoma City, secretary of the Oklahoma Millers Assn., and **Frank Cross**, divisional director of traffic, southwestern division, General Mills, Inc., have returned from Fort Worth, where they attended a joint meeting of the Southwest Industrial Traffic League and the Southwest Shippers Advisory Board.

●

Robert C. O'Brien, in charge of the wheat department of the International Milling Co., Kansas City, and **Mrs. O'Brien** announce the birth of a son, **Christopher**, Jan. 13.

●

Mr. and Mrs. Walton F. Mulloy, Kansas City, announce the birth of a daughter, **Kathleen**, Jan. 9. Mr. Mulloy is special representative in charge of the Kansas City office of the Bunge Corp.

●

Robert Johnstone, plant manager for Pillsbury Mills, Inc., at Atchison, Kansas, has been elected president of the Big Brothers Club of Atchison. The club also voted to combine the positions of secretary and treasurer. **W. L. Ward** of Pillsbury Mills is the retiring secretary, and **W. W. Blair**, vice president of the Blair Milling Co., is retiring treasurer.

●

John B. Wall, vice president and sales manager, Wall-Rogalsky Milling Co., McPherson, Kansas, called on the milling company's Oklahoma connections last week.

●

T. Marshall Holt, Reading, Pa., vice president in charge of eastern sales for Midland Flour Milling Co., Kansas City, and **Mrs. Holt** have been visiting at Miami.

●

Ralph Summers, president of the Security Elevator Co., Hutchinson, Kansas, and **Mrs. Summers** have gone to Florida to spend the remainder of the winter.

●

Clarence M. Hardenbergh, chairman of the board, Commander-Larabee Milling Co., Minneapolis, was a visitor at the Kansas City offices of the company Jan. 10.

●

Joseph G. Schmitz, Oklahoma City, vice president and general sales manager, southwestern division, General Mills, Inc., has returned from a business trip to Kansas City.

●

Don F. Capell, Wagner Baking Corp., Newark, N.J., was recently married to **Miss Anne V. Deeny** of South Orange, N.J., and the couple spent a honeymoon at Sea Island, Ga. Mr. Capell is first vice president of the American Society of Bakery Engineers and president of the Metropolitan Bakery Production Club.

PRESENTATION—Paul Chapman, president of Chapman & Smith Co., Chicago, was recently presented with an oil portrait of his father, John Chapman, who founded the company over 11 years ago. This portrait, painted by one of the country's leading artists, was commissioned and paid for by the employees of Chapman & Smith Co. Shown above with Mr. Chapman (left) at the presentation are Harry Maus and Ralph Mathison, both company veterans of many years' service. In making the presentation, Mr. Maus recalled that his father, "like many other men, had many years ago been befriended by John Chapman in time of great need." This act of friendship eventually resulted in Harry Maus becoming a member of the company. The presentation was made during the recent annual sales meeting of the Chapman & Smith Co. held in Chicago, during which it was unanimously agreed that "1950 holds promise of the greatest year in the history of baking, providing everyone connected with it does dig in and beat their best. The theme of the meeting was "Beat Your Best In '50."

NEW ELEVATOR PLANNED

KINSLEY, KANSAS — Stockholders of the Kinsley Cooperative Exchange have approved the immediate construction of a 300,000-bu. grain elevator here, at a cost of approximately $150,000. At present the cooperative has only 45,000 bu. storage space in its two small elevators in Kinsley. The old mill, which also has space for 15,000 bu., is used mainly for coarse grains in grinding of feeds.

Wheat Stocks

(Continued from page 19)

to market at a relatively heavy rate. Still, total feed grain tonnage remaining on farms is second largest of record for Jan. 1. With the number of grain-consuming animal units to be fed about 4% larger than in 1949, supplies still on farms are the most abundant per animal unit of any Jan. 1 of record except in 1949.

Corn: Farm stocks of corn Jan. 1 totaled 2,401 million bushels, the second largest of record for this date. This carry-over was only 147 million bushels below the previous high set a year ago and compares with the average of 1,928 million bushels. Current stocks are equivalent to 77% of the 1949 production, compared with 75% a year earlier, and the average of 77%.

Disappearance from farms of 1,416 million bushels during October-December was the highest on record and 448 million bushels above the comparable period of 1948. The 1949 near-record production of corn resulted in substantial quantities being available for feeding, which has been heavy during recent months.

Oats: Farm stocks of oats Jan. 1 amounted to 820 million bushels. This

WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, $2. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, $1 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads $6 per inch per insertion. All Want Ads cash with order.

SITUATIONS WANTED

HEDGER

Hedging specialist—grains, millfeed, flour and other commodities. Age 38. Experience with large flour miller, grain house and chain baker in Middle West and East, desires position as hedging specialist for milling company or grain house. Unusual record of savings. Highest references. State salary range. Address 480, The Northwestern Miller, Minneapolis 2, Minn.

SITUATION WANTED AS PACKING AND loading foreman, to man thoroughly experienced in packing and loading of all types. Can go anywhere. Best of references. E. L. Brown, 41 Pine St., Lockport, N. Y.

20 YEARS' EXPERIENCE IN BUILDING and operating modern flour mills and feed plants. European background. Engineering degree. Looking for responsible position with progressive firm. Mill operation or research. Address 477, The Northwestern Miller, 23 Beaver St., New York 4, N. Y.

EQUIPMENT FOR SALE

FOR SALE—FLOUR MILLING MACHINERY. Will sell as complete mill or separate items. For information write—The Yampa Valley M. & E. Co., Steamboat Springs, Colo.

MACHINERY WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1522 E. High, Jefferson City, Mo.

FORBES BROS.-
CENTRAL MILLS CORP.

Over 60 Years Experience Making Quality Products

4-B EXTRA FANCY CORN GRITS
CORN MEAL CORN BRAN
HOMINY FEED

Box 886 South Topeka, Kas.

is about 12% less than the 928 million bushels on hand a year ago but is 6% higher than the 10-year average. The current farm stocks are equivalent to 62% of the 1949 crop, the same percentage as last year and one point below the 10-year average of 63%.

Movement of oats from farms during the October-December, 1949, period total 234 million bushels. This is well below the relatively high disappearance of 280 million bushels for the comparable period a year ago, but is slightly above the 10-year average of 223 million bushels.

Barley: Farm stocks of barley Jan. 1 were almost 108 million bushels, 49 million less than on Jan. 1, 1949, and the smallest amount held on this date since 1938. Present stocks are small in part because of relatively low production in 1949. Disappearance of barley from farms during October-December was about 41 million bushels, compared with 52 million a year earlier.

Rye: Rye stocks on farms Jan. 1 totaled 4,807,000 bu., compared with 8,749,000 bu. a year earlier and the 1940-48 average of 15,433,000 bu. Chief cause of the small stocks is the small 1949 production. The percentage of the crop remaining on farms Jan. 1 is 25.7%, compared with 33.1% Jan. 1, 1949. Disappearance from farms during October-December was 3.9 million bushels—about 1.6 million less than during the same period a year earlier.

Soybeans: Stocks of soybeans on farms Jan. 1 totaled 61.9 million bushels, compared with 75.5 million a year earlier. With the exception of last year, the current Jan. 1 stocks are the largest since 1943. As usual a large percentage of the farm stocks—56 million bushels—is concentrated in the heavy-producing north central states. Disappearance from farms for the October-December period was rapid, amounting to 163 million bushels. This compares with 149 million a year earlier and is the second highest on record.

Conditions affecting 1950 crop yields are favorable up to this time in virtually all areas. Farm work is up to schedule or advanced and has been since early fall. Supplies of machinery and seeds appear adequate. Soil moisture is adequate in most areas. Farmers in planning for 1950, however, have a problem in the most practical utilization of acreages previously used for those major crops which will be under acreage restrictions this year.

——BREAD IS THE STAFF OF LIFE——

HIGHER NET REPORTED BY HORN & HARDART

PHILADELPHIA — The Horn & Hardart Baking Co. has reported net income of $1,204,249 for the fiscal year ended Sept. 30, 1949, equal to $12.10 a share. This compares with $1,141,631, or $11.47 a share, for the previous fiscal year.

——BREAD IS THE STAFF OF LIFE——

GRAIN STORAGE BURNS

ROPESVILLE, TEXAS—The O. K. Grain Storage elevator and one million pounds of grain burned to the ground here Dec. 8, causing a loss estimated at $32,000. Lack of water forced fire department units to stand by helpless. The blaze was believed to have been started in the electrical hoist motor at the top of the building. The building was owned by the Amarillo Oil Mill Co., and managed by Allen Johnson.

GRAIN AND HAY STOCKS ON FARMS

Crop—	Jan. 1 avg. 1939-48 Q.*	Jan. 1 avg. 1939-48 1,000 bu.	Jan. 1, 1949 Q.*	Jan. 1, 1949 1,000 bu.	Jan. 1, 1950 Q.*	Jan. 1, 1950 1,000 bu.
Corn for grain	73.4	1,827,761	74.9	2,547,812	77.2	2,491,279
Wheat	26.1	358,261	29.8	391,379	28.6	327,230
Oats	63.9	776,948	62.2	928,377	61.9	819,761
Barley	†45.7	†142,721	49.5	155,367	41.2	107,832
Rye	†41.3	†15,433	33.1	8,749	25.7	4,807
Soybeans	†28.9	†42,184	33.8	75,504	27.4	61,909
Hay	49.9	‡69,448	47.6	‡87,196	49.7	‡59,188

*Percent of preceding crop. †Short-time average. ‡1,000 tons.

SUMMARY OF FLOUR QUOTATIONS

Week-end flour quotations, in sacks of 100 lb. (Canadian quotations in barrels of 196 lb.) All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring top patent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter short patent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter straight	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter straight	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Seattle	Los Angeles
Family patent	[illegible]	[illegible]
Bluestem	[illegible]	[illegible]
Bakery grades	[illegible]	[illegible]
Pastry	[illegible]	[illegible]

	Toronto	**Winnipeg
Spring top patent	[illegible]	[illegible]
Spring second patent	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]
Spring exported	[illegible]	[illegible]
Ontario soft winters	[illegible]	[illegible]

**In cottons, Fort William basis. [illegible]

SUMMARY OF MILLFEED QUOTATIONS

Week-end millfeed quotations, summarized from the market reviews, are based on carload lots, prompt delivery, per ton, packed in 100-lb. sacks, f.o.b. at indicated points:

	Chicago	Minneapolis	Kansas City	St. Louis	Ft. Worth
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Flour midds.†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Buffalo	Philadelphia	Boston	Pittsburgh	Atlanta
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Flour midds.†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Spring bran	Shorts	Middlings
Toronto	[illegible]	[illegible]	[illegible]
‡Winnipeg	[illegible]	[illegible]	[illegible]

*Brown shorts. †Gray shorts. ‡Ft. William basis.

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the U.S., as compiled by the secretary of the Chicago Board of Trade, in bushels (000's omitted), on Jan. 1, and corresponding date of a year ago:

	Wheat 1950	Wheat 1949	Corn 1950	Corn 1949	Oats 1950	Oats 1949	Rye 1950	Rye 1949	Barley 1950	Barley 1949
Baltimore	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Boston	[illegible]	[illegible]		[illegible]						
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]				[illegible]	
Chicago	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat	[illegible]		[illegible]				[illegible]			
Duluth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Enid	[illegible]				[illegible]					
Ft. Worth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Galveston	[illegible]	[illegible]	[illegible]	[illegible]						
Hutchinson	[illegible]	[illegible]					[illegible]	[illegible]		[illegible]
Indianapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		
Kansas City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Milwaukee	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]
Afloat									[illegible]	
Minneapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
New Orleans	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]				
New York	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]					[illegible]
Afloat	[illegible]									
Omaha	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Peoria	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]				
Philadelphia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sioux City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
St. Joseph	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]
St. Louis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Wichita	[illegible]	[illegible]	[illegible]						[illegible]	
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

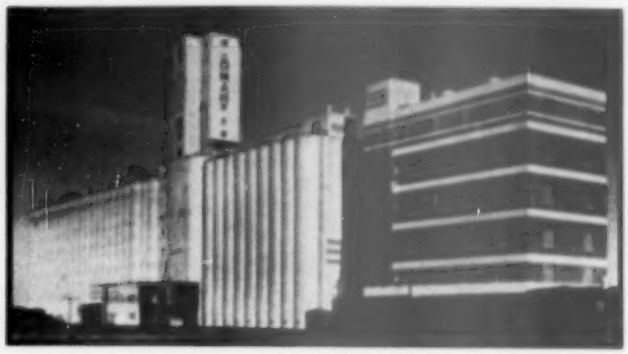
GRAIN FUTURES—CLOSING PRICES

Closing grain futures quotations in leading markets, in cents per bushel:

WHEAT

	Minneapolis May	Minneapolis July	Minneapolis Sept.	Chicago Mar.	Chicago May	Chicago July	Chicago Sept.	Kansas City Mar.	Kansas City May	Kansas City July	Kansas City Sept.
Jan. 9	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Jan. 10	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Jan. 11	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Jan. 12	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Jan. 13	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
Jan. 14	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Corn Chicago Mar.	Corn Chicago May	Rye Chicago May	Rye Chicago July	Rye Winnipeg May	Rye Winnipeg July	Rye Minneapolis May	Rye Minneapolis July	Oats Chicago Mar.	Oats Chicago May	Oats Minneapolis May	Oats Minneapolis July
Jan. 9	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	....	[illegible]	[illegible]	[illegible]	[illegible]
Jan. 10	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	....	[illegible]	[illegible]	[illegible]	[illegible]
Jan. 11	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Jan. 12	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Jan. 13	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Jan. 14	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]



GRAIN STORAGE ADDITION—Since the purchase of the milling properties of Omar, Inc., at Omaha and Denver by the Colorado Milling & Elevator Co., the storage facilities of the newly acquired Denver unit have been expanded through the addition of a 700,000-bu. grain elevator which is now in the process of completion. Simultaneous with the construction of this new addition to the grain elevator, now containing a total of 107 storage bins, all of the conveyors and elevators have been increased for faster handling of grain. The company has added 1,300,000 bu. of storage space to its Denver plants within the past two years and now has a total of more than 3 million bushels in Denver and through the combined modern facilities of its five Denver locations is capable of receiving grain at the rate of 30,000 bu. an hour.

Netherlands Importers Fear Effect of 3% Duty on Flour, Ask U.S. Aid

By GEORGE E. SWARBRECK
Manager, European Branch,
The Northwestern Miller

AMSTERDAM—Members of The Netherlands imported flour trade, while welcoming the relaxation of government restrictions and the return of the trade to private hands were disappointed to learn that the 3% duty on imported flour was considered to be in operation, effective Jan. 1, 1950.

The trade has been fighting what is classified as a prohibitive duty for over two years and it had been hoped that their efforts, together with the efforts of interested parties in the export flour trade, notably those in the U.S., would have succeeded in convincing the authorities concerned that the duty would harm the trade and merely serve to assist the home milling industry. The imposition of the duty, observers suggest, takes no account of the obvious preference expressed by some Dutch consumers for imported flour.

The full effect of the duty will not be apparent for about six or seven months, since the first 50,000 metric tons will be free of duty. Thereafter, however, all imports will be liable for the impost.

Most flour imported into Holland comes from the U.S. although a recent deal involved the purchase of flour from Australia. The next deal which, it is confidently forecast, will be placed through the trade, will be from the U.S. because the purchase will be financed by ECA dollars. The government, in association with trade interests, is understood to have devised an effective system for the split up of available dollars between the traders concerned.

Each importer will be allowed to buy the quality of flour which he considers will best suit his customers although the prevailing dollar shortage has necessitated the imposition of certain restrictions. Hitherto, the Dutch government bought 80% extraction flour but the last deal involved 72% extraction.

When the imposition of the duty was first mooted, Belgium, which is associated with The Netherlands and Luxembourg in the Benelux agreement exerted pressure for a duty on imported flour, presumably to assist the export plans for her own millers.

The duty of 3% will become hard reality, to quote a Dutch observer, as soon as the limit of 50,000 tons is reached. Then the American exporters will begin to feel its effect on their trade. Attempts have been made by American exporting millers to get the State Department to act in the matter but so far they have achieved little success. It has been suggested that the offer of some small import concession by the U.S. government would act as an incentive to The Netherlands officials to waive the duty.

Other Countries May Follow

European traders have been watching the Dutch case with interest because it effectively illustrates the prevailing trend in Europe whereby attempts are being made to maintain and to introduce prohibitive import duties on flour in order to bolster the home milling industry, which, in some countries at least, has been rehabilitated by ECA dollars. The West German government is understood to be considering the imposition of a duty forecast at between 15% and 20% as soon as the trade is freed from control. This is expected to take place within the next two years. While there are no definite signs that the British trade will be released from government control in the near future those traders interested in American imported flour consider that the imposition of the 10% ad valorem duty on American flour, at present in abeyance while the government remains the sole buyer will have a crippling effect on business some time in the future.

Observers point out that the principle involved in the Dutch case is of paramount importance for the future of the imported flour trade not only in Europe but in other importing countries of the world. Lucrative markets, not only in Europe but in African and Asian territories may be lost to other exporters by the imposition of prohibitive duties on flour. If, it is suggested in European market circles, the American officials could be persuaded to make a determined stand on the Dutch issue, importers in all the countries concerned would be placed in a better position to meet potential threats to their trade. If matters are allowed to slide and the Dutch situation accepted as a fait accompli, the prospects for the future of the imported flour trade throughout the world cannot fail to be dismal. If, on the other hand, action to obtain withdrawal of the 3% duty is pressed and some success is achieved, the trade will have a chance to regain its prosperity. It has been noted in trading circles that the Dutch importers have never, during the whole course of their campaign, been destructive in their criticism of the duty. They have made a good case for consideration and would be willing to accept the duty provided the amount of free import was stepped up from the 50,000 tons now in force to a figure which would be more in accord with that operating at the time the Wheat Law of 1931 was brought into effect. Taking into account the increase in population, with the consequent increase in consumption a free import of 200,000 metric tons is considered to be reasonable.

The present free import figure, while providing work for many importers and their staffs may mean a reduction of activity. The effect of this loss will not be confined to The Netherlands since the Dutch importers were prominently engaged in the European trade before the war. Many exporting millers entrusted their trade in Germany and other European countries to Netherlands firms in order to cover themselves against losses which had been experienced in dealing with unknown firms. While there are many German and other firms capable of handling the imported flour business the services rendered by the Dutch have been invaluable in the past. Any reduction in their organizations at the present moment, due to the prohibitive duty, might result in the wholesale loss of much of the potential European trade. While the Communists have a strangle hold on much European territory at the present time the return of the trade in eastern Europe is not beyond the bounds of possibility. The retention of the Dutch importing system on the old scale would do much to insure successful trading without those unfortunate losses which might be entailed by dealing in difficult territories.

—WEEKLY IN THE STAFF OF LIFE—

UNION COUNCIL APPROVES PLANS FOR PAY DEMANDS

MINNEAPOLIS — Delegates attending a meeting of the North Central Council of the American Federation of Grain Millers (AFL) approved plans to ask employers for wage increases of 35¢ an hour and retirement pensions of $100 a month for members of the union.

About 250 delegates from Minnesota, Wisconsin, North Dakota, South Dakota, Wyoming and Montana attended the meeting, held at the Minneapolis Labor Temple Jan. 12-15.

James Mastro, chairman of the policy committee of the Minneapolis local, said the union is planning to seek the 35¢ wage increase to keep members' wages in line with the nation's minimum wage regulation, which recently was boosted from 40¢ to 75¢ an hour. Minneapolis millers now receive between $1.33 and $1.58 an hour.

Mr. Mastro said the retirement pensions would become effective at 65 years of age and would supplement government social security payments. The union has not decided, he said, whether it wants pensions financed entirely by employers or partly by employers and partly by employees. Many of the companies now have pension systems which the union may try to absorb in its own demands.

—WEEKLY IN THE STAFF OF LIFE—

MARVIN ATHERTON, FLOUR MILL EXECUTIVE, DEAD

LEBANON, TENN.—Marvin C. Atherton, 48, vice president of Royal, Barry-Carter Mills, Inc., and general manager of the company's Lebanon mill, died at a local hospital Jan. 10. He had been in ill health for two years, and had become seriously ill during the past month, so his death was not unexpected.

Mr. Atherton became manager of the Lebanon plant in 1943. Previously he had lived in Nashville and at one time was president of the old Snell Milling Co. there. He was affiliated with Ballard & Ballard Co., Inc., Louisville, for many years.

He is survived by his widow and one son, Marvin C. Atherton, Jr.

Great Britain, Norway Inquire for Flour; Export Sales Slow

Export flour sales were very limited last week and only a very few mills were able to take part in the trading opportunities which appeared. Great Britain and Norway continued to inquire for flour, but as yet a limited number of trades have resulted. The Netherlands is wrangling with the details of resuming private importing from the U.S. and has yet to indicate a desire to enter the market. Italian buying is still in the offing.

British importers thus far have covered only about one half of the 9,000 tons of 48% ash, 10.50% protein flour which they intend to acquire from the U.S. for February shipment. One round lot of approximately 70,000 sacks was purchased the middle of last week at $3.98 f.a.s. New York, and a few additional minor lots were bought on the basis of $3.96 f.a.s. Baltimore, after subsidy. There is one report in export circles that the British might raise their maximum ash requirements to .50%, but this is still unconfirmed.

Norway sought offerings of .70% ash, 10% protein clears Jan. 16 and indicated a comparatively low basis at which trading could be done. This basis was unattractive to millers and to date there have been no sales confirmed.

New sales in Latin America are bogged down by a number of influences and normal trading procedures are becoming more complicated. Flour millers in several of the Latin republics are pressing for higher import duties on flour to protest their interests. Import licenses are difficult to obtain and, in addition, dollars continue to be scarce. The net result is extremely slow business in the Latin American area at the present time.

DEATHS

Marvin C. Atherton, 48, former executive with Ballard & Ballard Co., Inc., Louisville, died recently at Lebanon, Tenn. Details on page 44.

Scott S. Bateman, 60, chief warehouse examiner for the Kansas Grain Inspection Department, died at his home in Kansas City, Kansas, Jan. 15, after several months' illness. Mr. Bateman formerly was a cattle raiser and was a state legislator before entering public administration service.

While members of the Omaha Traffic Club were attending a testimonial dinner in his honor, **John A. Kuhn,** 78, died at an Omaha hospital. Mr. Kuhn, retired traffic manager for the Omaha Grain Exchange, had been ill many months. He suffered from cancer of the throat. Mr. Kuhn served the Omaha exchange for 28 years. Past presidents of the exchange served as honorary pallbearers at the services held Jan. 14. He is survived by his widow, Victoria.

William M. M. Robinson, 73, who resigned as treasurer of the American Stores Co. in 1946, died last week, four hours after being admitted to a hospital in Bryn Mawr, Pa. With his two brothers, **Samuel** and **James K.,** Mr. Robinson emigrated from Ireland to Philadelphia, where they started in the grocery business. With Robert Crawford as a partner, the firm of Robinson & Crawford grew, becoming the Acme Tea Co., and later, merging with four other companies, became the American Stores Co.

A member of the Winnipeg Grain Exchange for more than 20 years, **J. Norman Downes,** 51, died at his home in Winnipeg last week. Mr. Downes had been associated with the grain trade directly and indirectly since 1918, and had been employed by the Foster Grain Co., A. H. Bevin Co., Ltd., the Maple Leaf Milling Co., and for the past four years had been manager of the Security division of the Norris Grain Co., Ltd. Mr. Downes first became a member of the Winnipeg Grain Exchange in 1928. During World War II he had served with the Wartime Prices and Trade Board and the Canadian Wheat Board.

Subsidy Boost

(Continued from page [illegible])

now being imposed on domestic wheat growers is likely to have greater weight with Secretary Brannan than other considerations.

PMA officials expressed sympathy with the millers' problem and admitted that flour business was being lost to the Canadian and Australian mills. But they raised the question of the possible course Canada would take if the U.S. decided to bring its wheat price in line with Canadian Class 2 wheat. They fear that Canada might meet this U.S. move with a further reduction in the price of this wheat.

Secretary Brannan is reported as having questioned the millers' committee over the cost of the additional subsidy operations, indicating that financial considerations may play a big part in his consideration of their proposals.

The feeling here is that, while USDA may decide to bring its present subsidy for IWA shipments up by 5¢ to meet the Canadian level, it is by no means certain that USDA will adopt the industry's additional subsidy proposal at this time.

This opinion originates in an analysis of governmental operation. It is remarked that a government official answers "no" until he has time to digest the proposal. By inaction, a government official cannot be accused of making a mistake. Subsequently, he may reopen the proposition or reconsider the recommendations, at the urging of industry and then relax his first adamant rejection.

In connection with the additional subsidy outside IWA sales, some fear that there might be further Canadian price concessions following a U.S. subsidy, touching off a trade war. The millers' committee assured the secretary and PMA officials that there appeared to be little likelihood of this condition occurring.

The prospect that the Philippine legislature may ratify the wheat agreement in February may provide USDA with an opportunity to delay an approval of subsidies for non-IWA countries until more nations than Venezuela have completed their guaranteed import quotas.

In connection with the possible ratification of IWA by the Philippines, it is learned that this nation will only be obligated to take 5/12 of its annual guaranteed purchases of 7,201,767 bu., or approximately 3 million bushels if it ratifies in February. The first annual term of the IWA expires July 31, and quotas which are not filled in a wheat agreement year are lost. They are not cumulative for fulfillment in subsequent years.

Although the chief ammunition which was fired at the secretary concerned the problem of flour subsidies to non-IWA nations and IWA nations which have completed their quotas, the committee also urged PMA officials to advance the regular IWA subsidy by 5¢ bu. in all areas to bring it into line with the Canadian price, which no longer reflects a 5¢ storage charge—although part of this Canadian decrease has already been erased by subsequent government action.

There is strong prospect that this recommendation may bear immediate fruit since it would not involve any possibilities of a price war with Canada such as is feared in regard to a subsidy to meet the price level of Canadian Class 2 wheat. PMA officials are sympathetic to this proposal.

Earlier, following a meeting of a millers' committee with PMA officials, PMA acted promptly and started a series of daily subsidy advances. Temporarily this was effective, but when Canada removed its 5¢ storage charge and the U.S. wheat market rose, the remedial effects of the higher U.S. subsidy were eliminated.

———BREAD IS THE STAFF OF LIFE———

FOOD BROKERS MEETING

The National Food Brokers Assn. convention and the concurrent National Food Sales Conference will be held Jan. 22-27 at Atlantic City.

———BREAD IS THE STAFF OF LIFE———

Bonded Grain in the United States

Stocks of bonded grain in the U.S. as compiled by the secretary of the Chicago Board of Trade, Jan. 7, 1950 (000's omitted):

	Wheat	Oats	Rye	Barl'y
Buffalo	199	185	299	...
Afloat	1,335	2,392	...	364
Chicago	...	...	...	...
Afloat	...	...	446	441
Duluth	...	...	...	48
Milwaukee	...	...	...	488
Afloat	...	...	...	1,114
Philadelphia	...	...	3	...
Totals	1,534	2,577	748	[illegible]
Previous week	1,510	[illegible]	700	[illegible]
Jan. 8, 1949	[illegible]	[illegible]	[illegible]	[illegible]

CAPITAL COMMENT

By John Cipperly

WASHINGTON—To readers of The Northwestern Miller there is little new in the information that the Spanish government will require wheat this year. Recent purchases have been made from U.S. exporters, and the present Spanish wheat shortage was forecast by The Northwestern Miller last fall.

The crisis appears to have arisen from the cancellation of Argentine credits, which amounted to approximately $192 million, and of which $115 million is reported to have already been advanced.

Spain is the producer of certain critical and strategic materials which might be put forth as bait for further barter arrangements with the U.S., but so far nothing concrete appears to have developed along these lines. Among supplies which the Spanish government might offer for exchange would be mercury.

Credit a Drawback

Officials here see the poor condition of Spanish credit as a drawback to the culmination of wheat barter with the U.S. However, since Argentina has cancelled the remaining part of its credit arrangement, it is possible that Spain might be able to negotiate a trade with Canada. In any event, it is improbable that Canada would enter into any arrangement which did not ultimately produce dollars.

Foreign reports disclose that the Spanish government has arranged a transfer of gold stocks to a New York bank to finance its bread grain requirements. At the same time USDA officials say that there is no problem of availability of wheat from this country for Spain if it has the funds to pay for its requirements. Emergency wheat requirements for Spain for the balance of this crop year are not likely to exceed 18 million bushels, government officials estimate.

Speculatively, the need of Spain for wheat presents other aspects. The political relationship between this nation and Spain has been the subject of great controversy. It has been indicated in foreign quarters that Spain might be attracted into the Russian trade orbit if it cannot get its required wheat in the Western Hemisphere. This condition might prompt renewed activity to effect a rapprochement between the U.S. and Spain and lead to some avenue whereby international political fences could be mended and wheat made available to Spain. If the Spanish government faces a problem of acute wheat shortage and possible starvation of its population, it is difficult to see how the U.S. could exclude that nation from its sphere of aid, nothwithstanding the political problems.

Should Spain be able to conclude arrangements for U.S. wheat, the quantity of wheat it would require may bring about a revision of the wheat export estimate which USDA officials now are willing to reduce to 350 million bushels for this crop year.

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U.S. REPORTED EAGER TO BARTER

LONDON—A major talking point in European market circles at present is the report that the U.S. is eager to inaugurate a system of barter deals in order to unload some of the surplus commodities now in the hands of the Commodity Credit Corp.

A recent U.S. attempt to exchange one million tons of wheat for Indian mica and manganese fell through because it is understood the Indian government objected to the price at which the bartered wheat was to be valued. India also made inquiries concerning a barter deal with Russia involving wheat, but negotiations collapsed because the Russians were also alleged to be asking too high a price for their wheat. On the other hand an exchange deal with the Argentine involving jute for wheat was brought to a successful conclusion.

France is also involved in these transactions, 150,000 tons of wheat being bought from the Argentine in exchange for coal which she purchased in western Germany.

While European traders have a dislike for barter deals, involving as they do a large amount of government interference in trade, they realize that in the current circumstances they provide the only alternative to direct buying. Most governments are barter conscious and three-way deals, on the lines of the Franco-Argentine-German deal are on the increase.

Japan obtained wheat from the Argentine using as exchange manufactured goods purchased in France. It is also revealed that Sweden sent German manufactured goods in exchange for her recent purchase of 50,000 tons of wheat from the Argentine.

Following these examples and despite the setback indicated by the failure to come to terms with India, U.S. officials in Europe and elsewhere are understood to be examining several avenues with a view to concluding similar barter deals. Conclusion of such deals may assist in overcoming the impasse presented by the prevailing shortage of dollar purchasing power. It is for this reason that several countries are said to be interested in exchange deals with the U.S.

———BREAD IS THE STAFF OF LIFE———

BARLEY IMPROVEMENT CONFERENCE SCHEDULED

MINNEAPOLIS — A Barley Improvement Conference—sponsored by the Midwest Barley Improvement Assn., Milwaukee, and the Malt Research Institute, Madison, Wis., will be held Jan. 24 at the Hotel Nicollet here.

The program will include reports and speeches on a wide variety of subjects, including barley crops and malting barley programs. Dr. James Dickson, University of Wisconsin, Madison, will preside at the morning session and Dr. John H. Parker, director of the barley improvement group at the afternoon session.

Also on the program will be a luncheon, dinner meeting and a movie. R. C. Woodworth, vice president, Minneapolis Grain Exchange, and vice president, Cargill, Inc., will be toastmaster for the dinner session. Dr. E. C. Stakman, professor of plant pathology at the University of Minnesota, will speak.

Flour Sales Summaries from Leading Markets

Prices reported in The Northwestern Miller's market reviews are for flour packed in 100-lb. cotton sacks unless otherwise specified. Mill list prices are quoted in the principal manufacturing centers and sales prices in the larger distributing centers. They represent average wholesale levels and do not take into account high or low extremes at which occasional individual sales may have been made. Except as noted, the price situation reported in these columns is that of the day preceding publication.

Southwest

Kansas City: Southwestern millers experienced a fairly good demand for bakery and family flour during the first two days of last week, but business slowed down in the remaining days of the period. Largely due to some early round lot sales to several chain bakers and grocers and some spotty orders for family flour occasioned by a 10¢ decline in nationally advertised brands, sales rose to 78% of capacity last week in the Southwest. This compared with 48% the preceding week and 115% a year ago.

Demand for bakery flour was rather slow throughout the week, but at times mills were able to secure some small round-lot orders. No large buying was done by the chains. Inquiry during most of the time was quiet from this segment of the trade. Most business was in the single car class, but some sales of up to 10,000 sacks in size were reported. This business was scattered in the Southeast, Central States and East.

Family flour demand was fair, showing very little improvement over the preceding week. Directions are being received in fair to good volume. Prices are steady to 10¢ sack lower.

Export business was very slow during most of the week. PMA bought 53,000 sacks of clears for shipment to Trieste. The top price paid by the agency was $4.14 osnaburgs. Gulf Great Britain came into the market for 48% ash, 11% protein, 72% extraction flour. A single round lot was sold to the British in the first go-around on the basis of $3.98 f.a.s. New York, after subsidy. On the following day additional lots were sold at $3.96, f.a.s. Baltimore.

Latin American business has been extremely slow during recent days. Venezuela, El Salvador and Guatemala have filled their guaranteed import quotas under the wheat pact and are no longer eligible for subsidy payments. Some inquiry is still being heard from Brazil, but as yet there is no concrete evidence of that country's return to the flour buying scene.

Quotations Jan. 14, carlots, Kansas City: hard winter bakery short patent $5.35@5.45, standard patent $5.20@5.30, straight $5.10@5.15; established brands of family flour $6.10@6.95, first clears $3.60@3.75, second clears $3.15@3.35, 1% ash clears or higher $2.80@2.90; soft wheat short patent $6.55@6.90, straight $5.15@5.25, cake flour $6.10@6.60.

Two mills report domestic business active, three fair, six quiet, eight slow, six dull.

Salina: Demand last week was slow, with prices 5@10¢ sack lower. Shipping directions were satisfactory.

Omaha: Slightly increased flour buying among bakery users was reported last week. There also was some activity in buying of clears. Inquiry was observed as a sign of low running stocks.

Production averaged five days for two mills. Another mill was down due to repairs. Bad weather did not seem to affect the industry. One bid was asked from Holland, but again mills hesitated due to low volume of profit. Quotations Jan. 14: family short patent $6.65, bakery short patent $5.60.

Oklahoma City: Sales last week averaged 34%, compared with 15% the previous week and 110% a year ago. Operations averaged 75% compared with 52% the previous week and 75% a year ago. Prices closed unchanged on family flour but some higher on bakery. Quotations, delivered Oklahoma points, Jan. 14: carlots, family short patent $6@6.95, standard patent $5.75@6.60; bakery unenriched short patent $5.60@5.90, standard patent $5.35@5.65, straight grade $5.25@5.55. Truck lots 35¢ higher on all grades.

Denver: The flour market, which had been showing a weak undertone, strengthened a bit last week. Demand was fair, and supplies were adequate. Quotations Jan. 14: bakers $5.40.

Wichita: Mills operated at 66% of capacity last week, compared with 83% the preceding week and 84% one year ago. Sales, confined entirely to domestic business, averaged 54%, compared with 51% the previous week. Shipping directions ranged from fair to very heavy. Prices were down 5¢ sack.

Hutchinson: Alternate weakness and strength served to dry up interest in new bookings late last week after some buying on the first break. Subsequent declines failed to attract more than a small per cent of the notice given the first one. Round lots were not included but some fairly nice contracts were closed, all to bakers. The family trade continued dormant, and shipping directions from that source lagged. Otherwise directions were satisfactory. Prices were off 10@15¢ at the end of the week.

THE EBER KIDS—The husky football players in the picture above are Donald (left) and Ronald Eber, twin sons of Mr. and Mrs. Donald S. Eber, secretary of the Association of Operative Millers, Kansas City. The twins are 12 years of age and play their football for Blessed Sacrament School in Kansas City, runner-up for the city midget football team championship last season and champions for the 1948 season. Donald plays left tackle and his twin brother plays left end.

Texas: A somewhat enlarged demand for family flour last week, along with moderate business in bakers flour, resulted in total sales of 30 to 35% of capacity, slightly more than the previous week. Running time was again 4 to 5 days. Prices were unchanged. Quotations Jan. 14, delivered TCP: family flour, extra high patent $6.30@6.75, high patent $6@6.45; standard bakers, unenriched $5.55@5.65, first clears, unenriched $4.20@4.30.

Northwest

Minneapolis: Sales totals of spring wheat flour mills showed a decided improvement last week as more baking establishments found it necessary to order supplies for nearby requirements. Some of the larger consumers were in the market last week, but none of them booked far in advance. The jump in sales volume, then, is attributed largely to the increased number of small orders.

With the wheat market down mills were able to shave price quotations some despite poor current returns from millfeed sales. However, even the lower levels are not considered attractive enough by buyers to bring them in for long-term bookings. Many apparently are hoping for a severe drop in wheat prices and meanwhile are content to reorder only when forced to do so. The largest sales were in lots of 5,000 to 10,000 sacks.

Family flour business was about unchanged, although directions were better, both from wholesalers and distributors and from consumer channels.

Sales by spring wheat mills averaged 126.7% of capacity, compared with 66% the previous week and 148% in the corresponding week a year ago. Shipments from mills averaged smaller at 83.4%, compared with 101% the preceding week. (Percentage figures for this year are based on a five-day week; for last year on a six-day week.)

Production last week at Minneapolis mills averaged 70% of capacity, compared with 63% the preceding week and 69% a year ago. For the entire Northwest production averaged 67% of capacity, compared with 60% the previous week and 73% a year ago.

Quotations Jan. 16: standard patent $5.45@5.65, short patent $5.65@5.85, high gluten $5.75@5.95, established brands of family flour, enriched $7, first clear $5@5.25, whole wheat $5.20@5.40.

Interior Northwest Mills: Flour business was reported slow by most interior mills, although some noted slightly improved sales. Most buying consisted of fill-in lots for immediate or nearby shipment. Shipping instructions were poor to fair. Production at interior mills averaged 66% of capacity, compared with 59% the previous week and 75% a year ago.

Central West

Chicago: Flour business improved slightly last week. Sales were more numerous but consisted chiefly of one and two carlots. A few bookings of round lots were made, one being 20,000 sacks, which made total business fairly sizable. Most buyers continued to hold off, preferring to cover current needs only. Many are looking for a break in prices. Shipping directions continued fair to good.

Family flour also showed slight improvement, although there were no larger bookings. Mills did sell a fair number of smaller lots. Deliveries were good.

Quotations Jan. 14: spring top patent $5.65@5.85, standard patent $5.45@5.75, first clear $4.65@5.42; family flour $7.35; hard winter short patent $5.48@5.55, 95% patent $5.30@5.45, first clear $4.15; soft winter short patent $6@6.75, standard patent $4.90@6.50, first clear $5.35@5.75.

St. Louis: There was a spurt in milling demand just after the first of the year and then a sudden letdown. Last week, however, mills reported improvement in business, both family and bakery. Sales were mostly for reasonably prompt shipment. Clears were well cleaned up by Production and Marketing Administration purchases and have a more firm tone with less sizable offerings. All markets took on a firm tone during the week.

Mills in the central states area reported a fairly steady bakery flour business but experienced a slow period in family flour sales, due no doubt to a stock carryover from the holiday season. Prices were 10@15¢ higher than a week ago. Shipping directions were not as brisk as anticipated.

Quotations St. Louis, Jan. 14: family flour, top soft patent $5.50, ordinary $5.25, hard $5.75, ordinary $5.50; bakers flour, soft winter short patent $5.40, cake $6, pastry $5, soft straight $5.15, clears $4; hard winter short patent $5.60, standard $5.45, clears $4.25; spring wheat short patent $5.80, standard $5.65, clears $5.45, low protein $4.35.

Toledo: No notable change in flour sales was reported last week, but in some instances mill operations stepped up slightly. Buying was for current and nearby requirements. There is a little more interest in market developments, with the trade apparently watching for price break.

The Toledo bid for No. 2 soft red wheat, 49½¢ rate points to New York, Jan. 14, was about 8¢ under the Chicago May future or $2.02 bu.

East

Buffalo: Flour sales increased as buyers began to replenish bakery and wholesale house inventories to cover needs for only a few days in advance.

Bakery flour interest is present, but the buyers' ideas are far under the market values. Shipping directions came in at a satisfactory rate; however, the output of Buffalo mills was 3% below the previous week's production.

Quotations, Jan. 14, f.o.b. Buffalo: spring family $7.65@7.75, high gluten $6.15@6.20, standard $5.75@5.80, first clear $5.20@5.30, hard winter standard $5.95@6, first clear $5.65@5.70, soft winter short patent $5.55@5.60, straight $5.35@5.40, first clear $4.15@4.20.

New York: Moderate sales both to distributors and intermediate bakers produced an expansion in the local flour business. Spring standard patents and high glutens predominated, with only scattered bookings of clears and southwesterns made. All sales were for immediate to 60-day shipment.

Buyers saw nothing in the market to attract them into heavy volume contracts. Their bearish ideas were based on the hope of another price decline the end of January and early February such as have developed the past two years, and on the understanding that there is currently nothing in the wheat picture to create any sudden price advance. Also, consumption has not been conducive to heavy buying, and stocks at terminals have piled up.

Chain bakers continued to show interest in purchases to cover their needs for March and possibly April at prices below mills' levels but there was no urgency in their inquiries. One large operator who usually buys in smaller quantities covered approximately 120-day requirements at a price below the general range.

Shipping directions were poor to fair, and occasional bargains were offered to obtain immediate instructions. Prices were practically unchanged.

Quotations Jan. 14: spring family flour $7.75, high glutens $6.25@6.45, standard patents $5.95@6.10, clears $5.35@5.60; southwestern short patents $6@6.20, standard patents $5.70@5.85; soft winter high ratios $6.15@7.20, straights $4.85@5.65.

Boston: The flour market was very dull last week, with activity generally limited to shipping directions. Price changes were combined mostly to slight variations. Springs had a slight upturn early in the week, but lost all of the rise. Hard winters experienced some active inquiry, but trading was restricted to buyers' immediate needs. Soft wheat flours were comparatively inactive.

Most buyers believed lower prices were imminent and held their activity to the inquiry stage. It was believed any price break would signal the replenishing of lower inventories.

Flour arrivals for the week totaled 24,894 bbl., compared with 22,353 the preceding week and 20,092 a year ago.

Quotations Jan. 14: spring short patents $6.17@6.32, standards $5.97@6.12, high gluten $6.27@6.47, first clears $5.32@5.62; hard winter short patents $6.07@6.22, standards $5.77@5.97; Pacific soft wheat flour $6.22@6.47; eastern soft winter straights $4.87@5.67, high ratio $6.02@7.22, family $7.74@7.77.

Philadelphia: Dealings in the local flour market last week continued on a restricted basis as the majority of bakers deferred purchases in the hope of making replacements later at a saving from current postings, which are generally considered too high.

The inactivity is reflected in the pattern of prices. All of which are unchanged. There are scattered reports of better interest being displayed, but thus far it has not been translated into actual commitments.

Operators of the smaller establishments seem to be waiting to take their buying cue from the big chains. Mill representatives confirm this with word they have been told to call back when they hear the big fellows have re-entered the market. Meanwhile, about the only flour changing hands is that represented in the modest purchases of those following a hand-to-mouth method of operation. All such placements specify quick delivery.

There are many who believe that any real pickup in farmer marketings of wheat will have a depressing effect upon values, thus developing a situation wherein bakers hope to replenish dwindled stocks.

Quotations Jan. 14: spring family $7.20@7.50, high gluten $6.40@6.50, short patent $6.20@6.30, standard $6.10@6.20, first clear $5.65@5.80; hard winter short patent $5.85@5.95, standard $5.75@5.85; soft winter standard $4.85@5.

Pittsburgh: Wholesale bakers of the area are reported to have bought flour for 60 days at prices below the market. Retail bakers continued to buy on a hand-to-mouth basis only, with immediate deliveries and 30 days the limit. Jobbers and bakers bought a moderate supply of cake and pastry flours. The first two weeks of January have not brought the business expected in bakery sales, although January is always a slow month. Family patents continued to sell at a very good rate the entire week.

Retail bakeries are very cautious of the flour market, especially after the recent break in stock prices, this having encouraged hope that grain prices might also tumble. Credit conditions in the district are reported good.

Flour prices, f.o.b. Pittsburgh points, Jan. 14: hard Kansas bakers standard patent $5.66@5.70, medium patent $5.76@5.80, short patent $5.86@5.90; spring wheat standard patent $5.87@6.15, medium patent $5.97@6.20, short patent $6.02@6.25; clears $5.43@5.75; high glutens $6.11@6.35; family flour, advertised brands $7.16@7.65, other brands $5.90@6.80; pastry and cake flours $5.18@6.96; Pacific Coast pastry flour $6.16.

South

New Orleans: Extreme dullness prevailed last week in flour sales, although inquiries were somewhat heavier, particularly on days of decline in the futures market. Little business resulted, since mill prices are not in line with buyers' ideas. Sales in general were for replacement and the current month's needs.

Hard winters are enjoying the greatest turnover, with some improvement in the volume on northern springs noted. Cracker and cookie production is picking up, and this trade is taking on additional amounts for 30-day shipments. Cake business is slow. Shipping directions are fairly good, and stocks on hand are increasing. The long looked for improvement in export business has not yet developed, but limited amounts are being worked to South America.

Quotations Jan. 14, packed in 100-lb. multiwall paper bags: Hard winter bakery short patent $5.40@5.55, standard $5.20@5.35, first clear $3.90@4.20; spring wheat bakery short patent $5.80@6.10, standard $5.70@5.85, first clear $5.15@5.45, high gluten $6.05@6.20; soft wheat short patent $5.50@5.80, straight $5@5.25, first clear $4.15@4.45, high ratio cake $5.80@6.15; Pacific Coast cake $6.55@6.70, pastry $5.90@6.05. Basis all rail.

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	High 1949-50	Low 1949-50	Close Jan. 7, 1950	Close Jan. 14, 1950
Allied Mills, Inc.	39½	24⅜	39⅝	39⅜
Allis-Chalmers	34⅝	23⅛	34	33⅝
Allis-Chalmers, $3.25 Pfd.	88	70	88	88
American Cyanamid	53½	33¼	53	50
American Cyanamid, Pfd.	130½	98	113½	111
Archer-Daniels-Midland Co.	47½	30⅝	39⅝	39
Borden	53	38⅝	49⅝	49½
Burry Biscuit Corp.	4½	3⅛	4	3⅝
Continental Baking Co.	18⅝	13⅝	17⅛	17⅛
Continental Baking Co., $5.50 Pfd.	98	85	96⅝	98
Corn Products Refining Co.	72½	57	70½	69⅝
Corn Products Refining Co., $7 Pfd.	188	171⅞	182½	184½
Cream of Wheat	29½	23	28	28
Dow Chemical	57⅝	43	55½	55⅞
Dow Chemical, $3.25 2nd Pfd.	112½	101	111½	109⅝
Dow Chemical, $4 A Pfd.	109⅝	101⅞	109⅝	109½
**Flour Mills of America, Inc.	12½	8½	11	10½
General Baking Co.	11½	8⅞	11¼	11⅛
General Baking Co., $8 Pfd.	162⅝	154	163	161
General Foods Corp.	49	39½	46⅝	48
General Foods Corp., $3.50 Pfd.	105½	93⅞	104	103¼
General Mills, Inc.	56½	44⅝	54⅞	54⅝
General Mills, Inc., 3⅜% Pfd.	112	97	111	110
General Mills, Inc., 5% Pfd.	130½	123⅝	130⅝	126
Great A. & P. Tea Co.	133½	103½	130⅝	130⅝
Great A. & P. Tea Co., $7 Pfd.	143	130⅝	131½	131
Hathaway Bakeries, Inc., "A"	11⅝	8⅛	10⅝	10⅝
Horn & Hardart Corp. of New York	34	30½	33½	33⅝
Horn & Hardart Corp. of New York, $5 Pfd.	111⅝	106⅝	108⅝	108
Merck & Co.	63⅝	37	57⅞	60⅛
Merck & Co., $3.50 Pfd.	98	88	*90	97
Merck & Co., $4 Pfd.	130½	103½	120½	123
National Biscuit Co.	40⅝	36½	38½	38⅝
National Biscuit Co., $7 Pfd.	186	170¼	183	184
Novadel-Agene	19	13⅞	17¼	17¼
Omar, Inc.	17⅝	11		17
Pillsbury Mills, Inc.	33½	26	31⅝	33
Pillsbury Mills, Inc., $4 Pfd.	101½	100⅝	101⅝	104
Procter & Gamble	66½	37¼	61¼	60½
Purity Bakeries Corp.	32	24½	31½	32
Quaker Oats Co.	113	80½	100¼	101¼
Quaker Oats, $6 Pfd.	156	142⅝	153	153
Ralston Purina Co., $3.75 Pfd.	103½	87⅞	102	102½
St. Regis Paper Co.	9⅛	6½	8⅞	8⅜
St. Regis Paper Co., $4.40 Pfd.	88	77	88	88
Standard Brands, Inc.	23⅝	17½	22¼	22½
Standard Brands, Inc., $4.50 Pfd.	92	87	91½	91½
§Sterling Drug	41½	35	38½	37⅝
§Sterling Drug, $3.50 Pfd.	100	94	99½	99
Sunshine Biscuits, Inc.	66½	56½	57½	58⅝
United Biscuit of America	33½	19⅝	31¼	31½
United Biscuit of America, $4.50 Pfd.	108½	103	108¼	*108½
Victor Chemical Works	47⅝	33¼	47	46½
Victor Chemical Works, $3.50 Pfd.	100	91	*99	99½
Wagner Baking Co.	9⅝	7⅝	8¾	9
Ward Baking Co., Warrants	3½	2⅜	3⅝	
Ward Baking Co.	17½	12	17⅛	16⅞
Ward Baking Co., $5.50 Pfd.	101½	87½	99⅝	99½

	Bid	Asked
†Colorado Milling & Elevator Co.	13½	14½
†Safety Car Heating & Lighting Co., Inc.	15½	16⅝
†Standard Milling Co.	6⅝	7⅝

Closing bid and asked prices on stocks not traded Jan. 14:

	Bid	Asked
Horn & Hardart Corp. of New York, Pfd.	100½	103
Wagner Baking Co., Pfd.	100	110½

*Previous close. **Chicago stock market. †Over counter. §Subsidiary Sterwin Chemicals, Inc.

Pacific Coast

Seattle: Markets continued lethargic with dull domestic business and no export tonnage in sight. Reports in the trade indicated that some Philippine business might be possible if the currency exchange picture could be clarified, but at present apparently imports from the islands, as well as exports to there, are halted by the confused monetary situation.

It is said that the Philippine government is taking charge of all dollars incoming in return for exports from there, and in turn passing out Philippine currency to buyers who want to purchase U.S. goods. Thus Philippine buyers are not able to pay for U.S. merchandise in anything but Philippine currency, and sellers on this side cannot meet that market without subsidy help from the U.S. government if they are forced to accept pesos for their merchandise. Flour prices are unchanged. Quotations: family patent $7, bluestem $6.07, bakery $6.12, pastry $5.83.

Portland: Flour mill operations are still at a low ebb, with no noticeable improvement excepting for a small amount in the domestic field. The break in wheat prices reduced flour buying, and bookings were light. Mills are still hopefully waiting for the Philippines to sign the International Wheat Agreement as it is the only export outlet that shows any promise.

Flour quotations Jan. 14: high gluten $6.22, all Montana $6.12, fancy hard wheat clears $5.99, bluestem bakers $6.03, cake $6.85, pastry $5.95, pie $5.63, whole wheat 100% $5.60, graham $5.50, cracked wheat $5.50.

Canada

Toronto-Montreal: The export situation was still bad last week. The U.K. took no more than the usual amounts. Shipments to the British West Indies went forward but still caused concern in regular supply sources, which are not partaking of this business due to low prices quoted. Competition was keen in domestic trading, where the usual amounts were taken. Quotations Jan. 14: top patent springs for use in Canada $11.10 bbl., seconds $10.60, bakers $10.50, all less cash discounts, in 98's cotton, mixed cars with 10¢ added for cartage where used. For export to U.K., government regulation flour $14.30 per 280-lb. to end of February, winter ports.

Many export inquiries were received for winter wheat flour, but it is difficult to complete bookings due to many requirements. There was little movement in domestic circles. Quotations Jan. 14: $7.80@8.50 bbl., f.o.b. Montreal; export $4.50 sack, export cottons, f.o.b. Halifax or St. John.

Large shipments of winter wheat going to Spain have helped to strengthen the price. Deliveries were

SCHOLARSHIP WINNER — Colleen Shepherd, queen of the Barnwarmer, annual dance held by students in the school of agriculture, Kansas State College, Manhattan, presents a check to Herbert L. Young, Danville, Va., for his Fulton Bag & Cotton Mills scholarship. Mr. Young, freshman student in Milling Technology at Kansas State College, is the first to be awarded one of the four scholarships established by Fulton Bag & Cotton Mills to attract able young men to the milling industry. Three additional freshman students, one each year for the next three years will receive this assistance toward their education in milling technology. A portion of the scholarship is paid at the beginning of each year, provided the winner maintains his scholastic and extra-curricular record and remains a student in the milling school. Miss Shepherd, who presented the check to Mr. Young, is dressed in a gown made from the Fulprint dress cotton bag material used extensively by the milling and formula feed industries. The picture was taken in the college flour mill.

fair. Quotations Jan. 14: $1.90 bu., f.o.b. shipping point.

Winnipeg: More than 260,000 bbl. Canadian flour was worked for export last week, including only about 33,000 bbl. as Class 2 sales. Most of this went to the Philippines, with small lots to Tangier, Hong Kong and Costa Rica. The balance was worked under the International Wheat Agreement; destinations included Cuba, Venezuela, Gold Coast, Barbados, San Salvador, Bahamas, Dominican Republic and Belgian Congo. Domestic trade was unchanged, with sales moderate and mills operating at two thirds of capacity. Supplies were sufficient to take care of all present buying orders. Quotations Jan. 14: top patent springs for delivery between Ft. William and the British Columbia boundary $11.20 @11.40 cottons, second patents $10.70 @10.90, second patents to bakers $10.20@10.40.

Vancouver: Some limited buying from the Philippine Islands for prompt shipment constituted about the only flour business worked here recently. The Manila picture, as far as imports and credits are concerned, remains indefinite. While there may be further buying late this month for prompt shipment, nothing substantial is anticipated until the Philippine Congress ratifies the International Wheat Agreement, presumably late this month.

Buying for Chinese account for transshipment from Hong Kong or for the Nationalists on Formosa has died out almost completely, with no immediate prospect of renewed business.

Canadian flour exporters and the Pacific Westbound Freight Conference have failed to settle their differences after more than two months of discussions. The conference advised Canadian exporters that, effective Nov. 1, any exporter using non-conference space, would be penalized $3 ton and must pay a rate of $16.50 U.S. funds for space to Manila and Hong Kong. Non-conference ships are being berthed here every month offering the same space at $16 Canadian funds. A further meeting of the conference group last week failed to come up with a solution.

The domestic picture remained unchanged. Country deliveries have been curtailed as a result of winter conditions. City store sales are reported only fair. Prices were unchanged. For hard wheat grinds, cash car quotations: first patents $11.20 in 98's cottons, bakers patents $9.85 in paper bags and $10.25 in cottons; western cake and pastry flour $11.20 @11.65.

Millfeed

Minneapolis: Demand for millfeed was rather slack last week but showed signs of picking up early this week, getting some stimulus from the colder weather. While buying interest was improved, not much encouragement for higher price possibilities was noted. Prices are $1.50 @2 below the levels quoted a week earlier. Quotations Jan. 16: bran and standard midds. $41, flour midds. $43.50, red dog $44.

Duluth: Demand was slow last week, the trend was lower and supplies were adequate; quotations: pure bran $42.50, standard bran $41.50, standard midds. $41.50, flour midds. $43.50, mixed feeds $43, red dog $44.50.

Kansas City: Demand has failed to materialize to any appreciable extent. Bran was off Jan. 16 to around $38@38.50 sacked, Kansas City, and shorts are down to $42.25@42.75. These levels were held over the week end, but demand continued slow.

Denver: The millfeed market last week was characterized as uncertain. Demand was good, however, and supplies were adequate. Quotations: shorts $45.50, bran $41.50.

Wichita: Millfeed demand is only fair, with shorts in stronger demand than bran. Offerings about offset the demand. Quotations, basis Kansas City, Jan. 14: bran $41.50, shorts $43.50. Prices are unchanged compared with the preceding week.

Oklahoma City: Prices on bran declined $1.50 last week but increased 50¢ on shorts. Quotations, straight cars: bran $41.50@42.50, mill run $43.10@44.10, shorts $45.50@46.50; mixed or pool cars $1 higher on all classes.

Salina: Demand last week was good. Bran was $2.50 ton lower and shorts 50¢ lower. Supplies are ample. Quotations, basis Kansas City: bran $39.50@40, gray shorts $43@43.50.

Omaha: Lack of demand for bran reduced the price Jan. 14 to $39.50. Increased demand for shorts increased its quotation to $43.50. Supplies were fair to good.

Fort Worth: Quotations, Jan. 14: bran $47@48, gray shorts $51.50@52.50 delivered TCP; about $1 lower on bran and 50¢ higher on shorts, compared with a week previous. Demand was only fair but sufficient to absorb the moderate offerings.

Hutchinson: Demand for all millfeed was strong and especially pressing for gray shorts. The heavier offal was firm to a shade higher, while bran weakened slightly. Quotations, Kansas City basis: bran $39@39.50, gray shorts $43@43.50.

Chicago: Bran $43.50@44, standard midds. $44@45, flour midds. $45 nominal, red dog $45@47; demand was quiet and supplies were ample.

St. Louis: There was a slight upturn in demand last week with advances of 25@50¢ ton in bran and shorts. Bran $43.25@43.75, shorts $46.50@47.

Buffalo: Because rather heavy production and slack demand millfeed is still weak. Quotations Jan. 14, f.o.b. Buffalo: bran $47@47.50, standard midds. $46@46.50, flour midds. $49 @49.50, red dog $48.50@49.

Pittsburgh: Lagging demand for all millfeeds was evident last week. Price fluctuations caused a tendency to postpone buying until a firmer price base arrived. Retailers and wholesalers bought sparingly. Weather conditions were unusual, and cattle were in pastures. Grain dealers are taking no chances on lower prices finding them with stocks on hand. Bran, f.o.b. Pittsburgh points, $51.50 @53.60, standard midds. $51.75@ 53.60, flour midds. $54@55.10, red dog $55@56.10.

Philadelphia: The local millfeed market displayed a fairly steady undertone last week. Demand was limited. Quotations Jan. 14: bran and standard midds. $56, red dog $58.

Boston: Quotations fluctuated daily last week, but variations were generally restricted to $1 either way. Spring bran, middlings and mixed feeds showed losses of $1 for the week, while red dog finished unchanged. The outlook for poultry feed suppliers was on the down grade owing to the break in poultry and egg prices which suspended hatchery operations. A drop of 15% was estimated in over-all tonnage. Quotations Jan. 14: spring bran $55, middlings $54, mixed feeds $56, red dog $61.

New Orleans: Sales were draggy last week in spite of the weakness of the market. Buyers showed caution and limited purchases to immediate needs. Mixers and jobbers are purchasing bran and shorts for spot and quick shipment, but there are no future bookings on domestic. Argentine bran and pollards (shorts) are coming into the market freely, and some bookings are being made for future delivery. Export business is dull with a minimum of sales reported. Bran $48.25@49.75, shorts $52.50@53, Argentine bran and pollards $44.25@44.75.

Seattle: Feed men were cautious about making commitments, but the market continued to move upward, due to low production. Some sales were made for February, stimulated by a feeling that the price may hold for at least 60 days. However, no one was fully covered for more than nearby requirements. The market was strong at $53.50@54 ton, delivered common transit points.

Portland: Mill run $52, middlings $57 ton.

Ogden: Millfeed prices remained unchanged last week. Demand was firm and supply about equal to demand. Mills are operating at capacity six days a week and are booked well into February. Quotations: red bran and mill run $51.50, middlings $54.50; to Denver: red bran and mill run $58.50, middlings $61.50; to California: red bran and mill run $59, middlings $62, f.o.b. San Francisco and Los Angeles.

Toronto-Montreal: Lighter demand resulted in some surpluses last week. Quotations Jan. 14: bran $57, shorts $62, middlings $62, net cash terms, bags included, mixed or straight cars, Toronto-Montreal.

Winnipeg: Demand for available supplies continued keen last week, but the quantity moving to eastern Canada is much smaller than that recorded for last year. Sales in western Canada are unimportant. Quotations: Manitoba, Saskatchewan and Alberta bran $51, shorts $54; small lots ex-country elevators and warehouses $3 extra.

Vancouver: Domestic business continued slow last week. Dealers are finding difficulty in making country deliveries due to winter conditions. Prices are slightly easier, with Alberta mills inclined to accept bids. Cash car quotations: bran $52.50, shorts $55.50, middlings $57.50@58.

Rye

Buffalo: The market for rye was quiet last week as usual. Demand was light. Quotations Jan. 14, f.o.b. Buffalo: white $4.90@4.95, dark $3.80 @3.85, medium $4.70@4.75.

Chicago: The usual steady small-lot buying of rye flour prevailed last week. Shipping directions were fair. White patent rye $3.95@4.20, medium $3.75@4, dark $3.20@3.50.

St. Louis: Prices last week remained within a fairly steady range with just a fair demand and somewhat slow shipping directions. Pure white $4.50@4.60, medium $4.20, dark $3.50@3.75, rye meal $4.

Pittsburgh: Sales showed a little pickup last week to cover immediate needs. Directions were good. No large amounts are being sold to jobbers or bakers, but more sales over widely scattered territory developed last week. Rye flour, No. 1 fancy white $4.40@4.70, medium $4.10@ 4.50, dark $3.90@3.95, blended $5.65 @5.70, rye meal $3.90@4.20.

New York: A spurt in rye flour sales the middle of the week brought a fair volume of business. Pure white patents, Jan. 14, $4.50@4.75.

Philadelphia: Demand was virtually negligible last week. Sellers said only scattered fill-in sales kept dealings from coming to a standstill. They report the principal stumbling block is price and look for some resumption in activity with a decline in cost. The Jan. 14 quotation on rye white of $4.60@4.70 is unchanged from the previous week.

Portland: White rye $5.70, pure dark rye $4.70.

Oatmeal

Toronto-Montreal: The market continued weak last week. Quotations Jan. 14: rolled oats in 80-lb. cottons $4.55, oatmeal in 98-lb. jutes $5.50, f.o.b. Toronto or Montreal.

Winnipeg: Rolled oats and oatmeal are only seasonal, with odd lots changing hands and a small amount being reported for export. Supplies are light, as mills are operating only part time. Quotations Jan. 14: rolled oats in 80-lb. sacks $4.75@4.85 in the three prairie provinces; oatmeal in 98-lb. sacks $5.70@5.80.

Minneapolis: Bulk rolled oats were quoted at $5.44 Jan. 16; 20-oz. packages $3.10 case, 48-oz. packages $3.25.

—1882— *Russell-Miller Milling Co.* —1950—

1950

January						
S	M	T	W	T	F	S
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. . . *Occident* . . *American Beauty* . . *Producer* . . .

RUSSELL-MILLER MILLING CO.

GENERAL OFFICES: MINNEAPOLIS, MINN.

MILLERS OF OCCIDENT, AMERICAN BEAUTY AND OTHER QUALITY FLOURS

(Calendars Are Available from Your Russell-Miller Salesman)

LA GRANGE FLOURS . . .

whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

☆

You can depend on LA GRANGE FLOURS

☆

LA GRANGE MILLS RED WING MINNESOTA

103 YEARS OF MILLING EXPERIENCE PLUS MODERN LABORATORY CONTROL ASSURES THE BAKER EXCELLENT RESULTS WITH:

HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
LOTUS—Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO N. Y.

Wage-Hour Regulations

(Continued from page 39)

week (exclusive of board lodging or other facilities), and whose primary duty consists of the performance of office or nonmanual field work directly related to management policies or general business operations of his employer or his employer's customers, which includes work requiring the exercise of discretion and independent judgment, shall be deemed to meet all of the requirements of this section.

(Note: In addition to the increased salary level and new shortened test at the end, the major changes in the revised "administrative" definition, above, are in (a), which clearly states a primary duty test, and in (d), which relates the "administrative" employee's nonexempt work to his own duties, and sets forth a nonexempt work limitation based on "his hours" of work similar to this test for the "executive" employee.)

Professional—(Section 541.3)—The term "employee employed in a bona fide . . . professional . . . capacity" in Sec. 13 (a) (1) of the act shall mean any employee:

(a) whose primary duty consists of the performance of work—

(1) requiring knowledge of an advanced type in a field of science or learning customarily acquired by a prolonged course of specialized intellectual instruction and study, as distinguished from a general academic education and from an apprenticeship, and from training in the performance of routine mental, manual or physical processes, or

(2) original and creative in character in a recognized field of artistic endeavor (as opposed to work which can be produced by a person endowed with general manual or intellectual ability and training), and the result of which depends primarily on the invention, imagination or talent of the employee, and

(b) whose work requires the consistent exercise of discretion and judgment in its performance, and

(c) whose work is predominantly intellectual and varied in character (as opposed to routine mental, manual, mechanical or physical work) and is of such a character that the output produced or the result accomplished cannot be standardized in relation to a given period of time; and

(d) who does not devote more than 20% of his hours worked in the workweek to activities which are not an essential part of and necessarily incident to the work described in paragraphs (a) through (c) of this section; and

(e) who is compensated for his services on a salary or fee basis at a rate of not less than $75 a week (or $200 a month if employed in Puerto Rico or the Virgin Islands) exclusive of board, lodging, or other facilities: Provided, that this paragraph (e) shall not apply in the case of an employee who is the holder of a valid license or certificate permitting the practice of law or medicine or any of their branches and who is actually engaged in the practice thereof:

Provided, that an employee who is compensated on a salary or fee basis at a rate of not less than $100 a week (exclusive of board, lodging or other facilities), and whose primary duty consists of the performance of work either requiring knowledge of an advanced type in a field of science or learning, which includes work requiring the consistent exercise of discretion and judgment, or requiring invention, imagination, or talent in a recognized field of artistic endeavor, shall be deemed to meet all of the requirements of this section.

(Note: In addition to the increased salary level and new shortened test at the end, the major changes in the revised "professional" definition, above, are found in (A), which clearly specifies a primary duty test, and in (D), which relates nonexempt work to the "professional" employee's own duties and limits the nonexempt work to 20% of "his hours," as do the revised "executive" and "administrative" definitions.)

Local Retailing—Section 541.4—The term "employee employed in a bona fide . . . local retailing capacity" in Sec. 13 (a) (1) of the act shall mean any employee—

(a) who customarily and regularly is engaged in—

(1) making retail sales of goods or services of which more than 50% of the dollar volume are made with-

3 BAKER FLOURS

that give

more production-- fewer worries!

TEA TABLE
OVENSPRING
BIG VALUE

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

FACTS

Not "How Many" But "Who"

The real question isn't how many people your businesspaper advertising reaches but how many prospects. Readers of The Northwestern Miller comprise the market's best prospects and represent the market's maximum buying power.

The Northwestern Miller can help with these five basic steps of selling:

By Advertising
1] *Contact the prospects*
2] *Arouse interest in the product*
3] *Create preference for the product*

By Personal Selling
4] *Present a specific proposal*
5] *Close the order*

Salesmen can attempt all five of these steps. But the results of their efforts can be multiplied by advertising in The Northwestern Miller. Advertising in The Northwestern Miller paves the way for personal selling with a responsive audience among the buyers who actually can give you the business.

THE MILLER PUBLISHING CO.
The Businesspaper Family Serving the Related Fields of
FLOUR, FEED, GRAIN and BAKING
THE NORTHWESTERN MILLER
THE AMERICAN BAKER
MILLING PRODUCTION
FEEDSTUFFS

in the state where his place of employment is located, or

(2) performing work immediately incidental thereto, such as the wrapping or delivery of packages; and

(b) whose hours of work of a nature other than that described in paragraphs (a)(1) or (a)(2) of this section do not exceed 20% of the hours worked in the workweek by nonexempt employees of the employer.

(Note: The major changes in the revised "local retailing" definition, above, are in (a)(1), which adds the retail sale of "services" to work in which such an employee may be engaged, and in (b), in which nonexempt work is defined as "work of a nature other than that described" in (a)(1) or (a)(2). Like the former definition, the revision has no salary test, and continues to limit nonexempt work of "local retailing" employees to 20% of the hours of "nonexempt employees.")

Outside Salesman (Section 541.5)

The term "employee employed . . . in the capacity of outside salesman" in section 13 (a)(1) of the act shall mean any employee—

(a) who is employed for the purpose of and who is customarily and regularly engaged away from his employer's place or places of business in—

(1) making sales within the meaning of section 3(k) of the act, or

(2) obtaining orders or contracts for services or for the use of facilities for which a consideration will be paid by the client or customer; and

(b) whose hours of work of a nature other than that described in paragraphs (a)(1) or (a)(2) of this section do not exceed 20% of the hours worked in the workweek by nonexempt employees of the employer. Provided, that work performed incidental to and in conjunction with the employee's own outside sales or solicitations, including incidental deliveries and collections, shall not be regarded as nonexempt work.

(Note: The change in the revised "outside salesman" definition, above, is in (a)(2), which is expanded to include the taking of orders for "services," as well as for the "use of facilities." In this definition, as in the "local retailing" definition, there is no salary test, and the amount of nonexempt work continues limited to 20% of the hours of "nonexempt employees.")

Petition for Amendment of Regulations (Section 541.6)

Any person wishing a revision of any of the terms of the foregoing regulations may submit in writing to the administrator a petition setting forth the changes desired and the reasons for proposing them. If, upon inspection of the petition, the administrator believes that reasonable cause for amendment of the regulation is set forth, the administrator will either schedule a hearing with due notice to interested parties, or will make other provision for affording interested parties an opportunity to present their views, either in support of or in opposition to the proposed changes. In determining such future regulations, separate treatment for different industries and for different classes of employees may be given consideration.

Explanatory Bulletin Issued

To aid employers and employees in better understanding the provisions of the revised regulations, Mr. McComb has issued an explanatory bulletin which contains material explaining and illustrating the terms used in the regulations. The bulletin, available without cost from any office of the Wage and Hour and Public Contracts Divisions, cautions that "the exempt or nonexempt status of any particular employee must be determined on the basis of whether his duties, responsibilities and salary meet all the requirements of the pertinent section of the regulations. The employee's title or class specification is of no significance in determining whether he meets these tests."

Mr. McComb pointed out that, while the changes in the salary requirements of the regulations are the most apparent, "in any specific case, however, it is the actual work performance, and responsibilities, and the salary of the individual employee, which determine whether a particular test has been met or whether the exemption applies." He said further that in determining that an employee's duties, responsibilities, and salary meet the requirements for exemption, "it should be borne in mind that a change in the employee's assignment may bring with it a change in his exemption status." The additional or different duties should be considered in ascertaining whether the employee meets the requirements for exemption during such weeks.

The administrator advised employers to bear in mind that the exemptions governed by the regulations are applied on a work week basis. Thus, the specific employee must qualify for exemption for an entire week, or not at all.

EXPORTS TO BELGIUM UP

OTTAWA—Canada's exports to Belgium in the first nine months of 1949 increased greatly over the period in 1948. This was largely, but not entirely accounted for by the movement of coarse grains. While Belgium's wheat crop has been very good and is estimated at 400,000 metric tons, that country will still require large imports of wheat.

NORTHWEST MILLS SALES AGENCY
Combined capacity, 3,000 cwt. spring wheat flour. Wants brokers Central-Eastern states
546 Midland Bank Bldg.
Minneapolis 1, Minn.

KERR GIFFORD & CO. INC.
Grain Merchants Flour Millers
PORTLAND, OREGON, U.S.A.
7,000,000 Bushels Terminal Storage
We Specialize in Malting Barley

Dobry's Best
•
Best of the West
•

A few strictly protected territories open for top-rank brokers

I HAVE seen a right smart number of pots and pans, silver plate and what have you distributed by flour millers for the purpose of attracting customers. And over the years flour consumers have paid a sizeable sum for such "gifts" . . . because they *are* paid for by the customer one way or another. With DOBRY'S BEST and BEST of the WEST we always put the value of such premiums right into the flour. That's why the extra good baking values make these brands so satisfactory in the kitchen.

JED CHECKUM
The Dobry Quality Policeman

DOBRY FLOUR MILLS, INC.
Yukon, Oklahoma

Choice
MILLING WHEAT
NORRIS GRAIN COMPANY
Kansas City, Mo.

MILLFEED BROKERS
H. V. NOOTBAAR & CO.

In 1950

More Brand Name Promotion and Advertising Seen

NEW YORK — Increased advertising and brand name promotion figure prominently in American business executives' plans for boosting sales in 1950, a nationwide poll indicates.

The study, made by the Research Institute of America, shows that many businesses intend to fight any possible drop in sales with increased advertising budgets.

Less than 7% of those replying in the poll—which covered 30,000 institute members—said they are planning to cut down their advertising. And more than one in three intends to spend more. Retailers and service establishments, particularly, are planning more advertising. Some 45% of the retailers will spend more for advertising, while 41.5% of the service firms are setting larger ad budgets.

The poll also indicates that brand name promotion will be heavy this year. Banking strongly on the pulling power of brand merchandise are 35.7% of the wholesalers and 30.9% of the retailers. All levels of production and distribution note that the margin in favor of branded goods is 9 to 1.

Also figured strongly in the plans for increased sales is the addition of more salesmen.

Generally, the poll shows, businessmen are confident about prospects for 1950, although at least one in four expects his sales this year to be lower.

INCREASE PLANNED IN AFRICAN GRAIN OUTPUT

LONDON—Plans have been formulated to increase corn and rice production in the swamp lands of East Africa. Two British experts, Gerald Lacey, former chief engineer with the Indian Public Works Department and Robert Watson, one time director of agriculture in Burma, have produced a report as a result of a five month investigation program undertaken at the request of the British government.

The aim of the reclamation scheme proposed by the experts is to make the British colonial empire self-supporting in food grains and, at a later stage, to have supplies available for export to other deficit areas. The two-man mission visited Kenya, Uganda, Tanganyika, Nyasaland and Northern Rhodesia. The report urges a long term plan for rice production because prices are rising and the exportable surplus of rice from Burma, Siam and French Indo-China has been reduced from the prewar yearly average of 5.5 million tons to the current figure of 2.5 million tons. The mission suggests that the expansion of rice production can be best achieved by raising the standard of existing peasant agriculture together with the reclamation and large scale mechanized development of virgin swamp land.

Observers in London, commenting upon the proposals, state that the report takes no account of the rapid rate at which the standard of living in certain African territories is rising and that as a result of this there is a tendency for native populations to turn away from their diet of rice and corn and to substitute wheat and wheat products.

American Ace

—A superior bread flour, milled in one of the West's very finest flour mills.

American Flours, Inc.
NEWTON, KANSAS

The Standard Others Strive to Reach

WHITE SWAN
FLOUR

SPRINGFIELD MILLING CORPORATION
MINNEAPOLIS • MINNESOTA

Cable Address "HAYBAR"

TIDEWATER GRAIN COMPANY

Receivers - Shippers - Exporters
Export and Domestic Forwarders

Members all leading Exchanges
Established 1871

Bourse Building PHILADELPHIA 6, PA. Chamber of Commerce BALTIMORE 2, MD

DAILY CAPACITY—2,000 CWT
ELEVATOR CAPACITY—1,000,000 BUSHELS

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.

Van Dusen Harrington Co.
• *Grain Merchants* •
BUSINESS FOUNDED 1852
MINNEAPOLIS DULUTH

EXPORT FLOUR INSURED *ALL RISKS* BY
The SEA INSURANCE CO., Ltd.
OF LIVERPOOL
ORIGINATORS of ALL RISKS *INSURANCE ON FLOUR*
Policies of this Company are held by leading millers
CHUBB & SON
United States Managers
90 John Street New York
Atlanta, Georgia Chicago, Ill. San Francisco, Calif. Montreal, Canada

HABEL, ARMBRUSTER & LARSEN CO.
All FLOUR Grades
410-420 N. Western Ave., CHICAGO, ILL.

KNIGHTON FOR FLOUR
NEW YORK BOSTON
PHILADELPHIA

COHEN E. WILLIAMS & SONS
Nashville, Tenn.
FLOUR BROKERS
PHONE L. D. 18 CABLE ADDRESS: COWIL

WILLIAM PENN FLOUR CO.
FOREIGN FLOUR DOMESTIC
21st and Chestnut Streets
PHILADELPHIA 4, PA.

CALVIN HOSMER STOLTE CO.
Millers Agents
187 FEDERAL STREET
BOSTON, MASS.

JOSEPH KASWAN
Mill Agent and Distributor
Fine Quality Flour
New York Produce Exchange
NEW YORK 4, N. Y.

CONVENTION CALENDAR

Jan. 18-20 — National Macaroni Manufacturers Assn., Hotel Flamingo, Miami Beach, Fla.; sec.-treas., M. J. Donna, Braidwood, Ill.

Jan. 20—Michigan State Millers Assn., Hotel Statler, Detroit, Mich.; sec., J. A. Porter, Mt. Pleasant, Mich.

Jan. 22-24—Indiana Grain & Feed Dealers Assn., Inc.; Hotel Claypool, Indianapolis; sec., Fred K. Sale, 600 Board of Trade Bldg., Indianapolis.

Jan. 22-24 — Pennsylvania Bakers Assn., Benjamin Franklin Hotel, Philadelphia, Pa.; sec., Theodore Staab, 5700 No. Broad St., Philadelphia.

Jan. 29-31—Potomac States Bakers Assn., Lord Baltimore (Md.) Hotel; sec., Emmet Gary, 16 McClellan Place, Baltimore.

Feb. 8—Mutual Millers and Feed Dealers Assn.; Hotel Statler, Buffalo; sec.-treas., Gustavus A. Bentley, Jamestown, N.Y.

Feb. 26-28—Colorado Grain, Milling & Feed Dealers Assn., convention at the Shirley-Savoy Hotel, Denver, Colo.; executive secretary, Lloyd N. Case, 225 Kittredge Bldg., Denver.

March 6-9—American Society of Bakery Engineers; Edgewater Beach Hotel, Chicago; sec., Victor E. Marx, Rm. 1354, La Salle Wacker Bldg., 121 West Wacker Drive, Chicago 1.

April 7-8—Self-Rising Flour Institute, Inc., Buena Vista Hotel, Biloxi, Miss.; sec., Allen R. Cornelius, 1314 Nashville Trust Bldg., Nashville 3, Tenn.

April 10-11—Iowa Bakers Assn., Hotel Fort Des Moines, Des Moines; sec., Charles E. Forsberg, 1428 Mulberry, Waterloo, Iowa.

April 12-14 — Southern Bakers Assn., Venoy Park Hotel, St. Petersburg, Fla.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3.

April 14-15—Oklahoma Grain & Feed Dealers Assn., Skirvin Hotel, Oklahoma City.; sec.-treas., E. R. Humphrey, 602-04 First National Bank Bldg., Enid.

April 16-18—Texas Bakers Assn., Plaza Hotel, San Antonio; sec., Charles Neuman, Sr., Holsum Bread Co., Inc., Fort Worth.

April 17-19 — Pacific Northwest Bakers, Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, 1138 Jefferson St., Salem.

April 19: South Dakota Bakers Assn., Carpenter Hotel, Sioux Falls; sec., Lex Quarnberg, Tri-Sate Milling Co., Rapid City, S.D.

April 20-22—California Hay, Grain & Feed Dealers Assn.; Biltmore Hotel, Los Angeles; sec.-treas., I. J. Strommes, Blue Anchor Bldg., 1400 10th St., Sacramento 14.

April 23-25 — Heart of America Bakers Convention, Arkansas, Kansas, Missouri, Nebraska and Oklahoma bakers' associations, joint convention; Hotel President, Kansas City, Mo.; general convention chairman, James S. Chase, Golden Krust Baking Co., Manhattan, Kansas.

April 24-25—Nebraska Grain & Feed Dealers Assn.; Hotel Paxton, Omaha, Neb.; sec.-treas., Howard W. Ehn, Lincoln.

April 30-May 2—Tri-State Bakers Assn., convention, Jung Hotel, New Orleans, La.; secretary, Sidney Baudier, Jr., 401 Board of Trade Bldg., New Orleans.

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Mary: "Oh, no! It was the silence."

◆ ◆ ◆

He: "May I have some stationery?"

Clerk (haughtily): "Are you a guest of the house?"

He: "Heck, no. I'm paying $20 a day."

◆ ◆ ◆

A tourist stopped his car on the road and asked a country boy how far it was to Smithville.

The boy replied: "It's 24,999 miles the way you're going, but if you turn around it ain't but four."

◆ ◆ ◆

Professor: "How does the moon affect the tide?"

Student: "It doesn't. Only the untied."

◆ ◆ ◆

Methuselah ate what he found on his plate,
And never, as people do now,
Did he note the amount of caloric count—
He ate it because it was chow.
He wasn't disturbed, as at dinner he sat,
Destroying a roast or a pie,
To think it was lacking in granular fat,
Or a couple of vitamins shy.
He cheerfully chewed every spoonful of food,
Untroubled by worries or fears
Lest his health might be hurt by some fancy dessert,
And he lived over nine hundred years.

◆ ◆ ◆

Two stuttering blacksmiths had finished heating a piece of pig iron, and one placed it upon the anvil with a pair of tongs.

"H-h-h-hit it," he stuttered to his helper.

"Wh-wh-wh-wh-where?" asked the other.

"Ah now we'll have to h-h-h-heat it again."

◆ ◆ ◆

When Mike Malloy was courting the widow Buchanan, he used to take a short cut to her home through the cemetery.

This desecration outraged some religious neighbors who decided to teach him a lesson, so one night when he vaulted the fence into the cemetery he landed in a pit six feet deep.

From above came weird moaning, ending with "Michael Malloy, what are thou doing in my grave?"

Unperturbed, Mike looked up at the ghostly figure and asked, "Well, what in thunder art thou doing out of it?"

◆ ◆ ◆

A motorist traveling through the Ozarks marveled at the way the natives cultivated the steep hills. As he drove along a rugged highway, a man came tumbling down a cliff onto the road. "That's the fifth time I've fallen out of that field," said the native.

"Why do you bother to work such a steep hill?" asked the motorist.

"Well," exclaimed the native, "I plant that field in melons, and in the fall when they're ripe, I love the way they come rolling down the ridge into my yard and up to my door."

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